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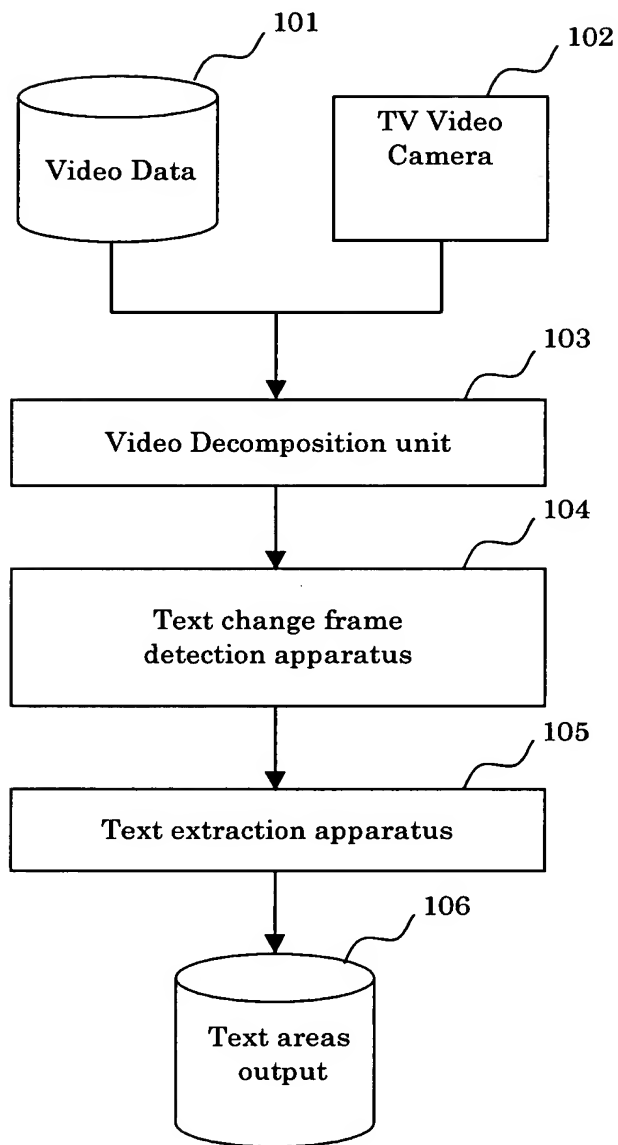


FIG. 1

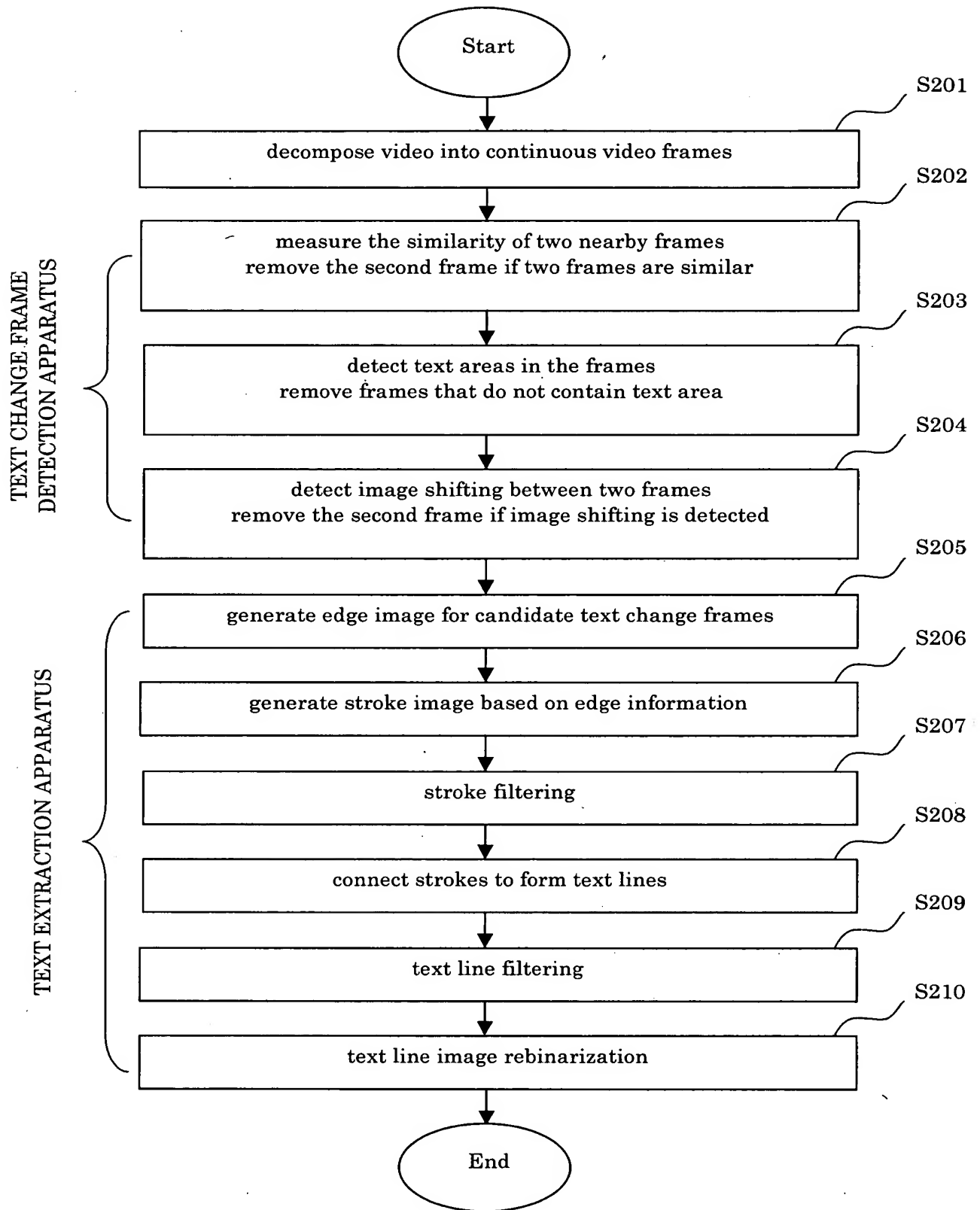


FIG. 2

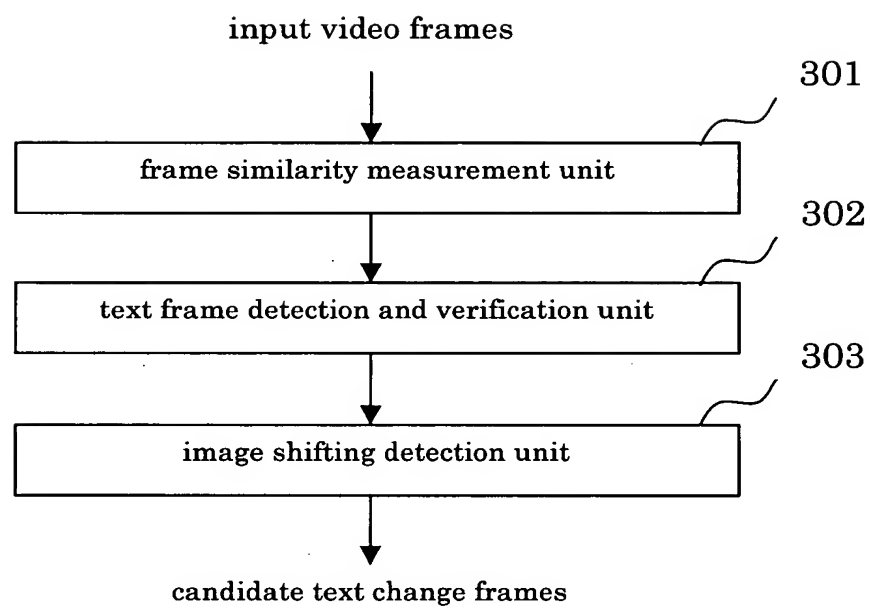


FIG. 3

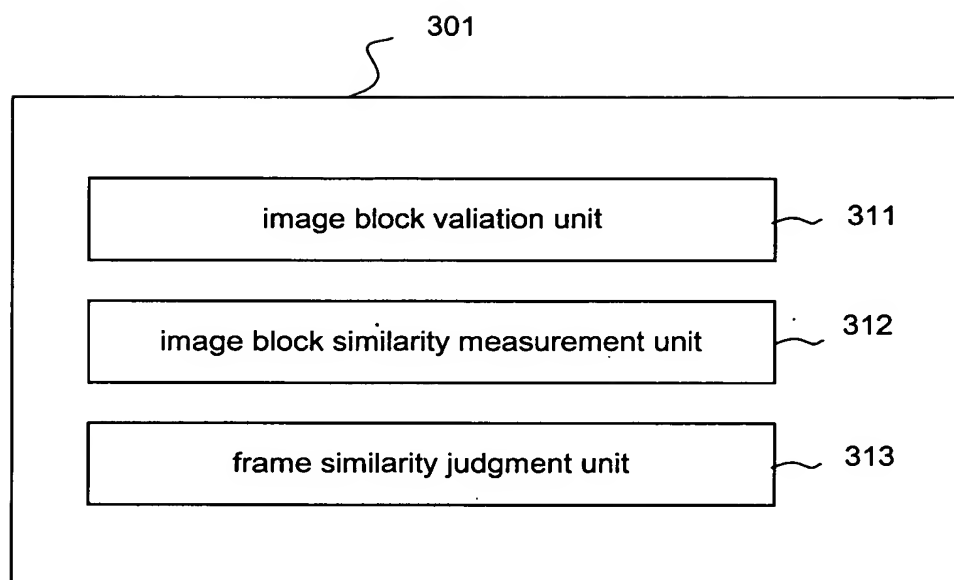


FIG. 4

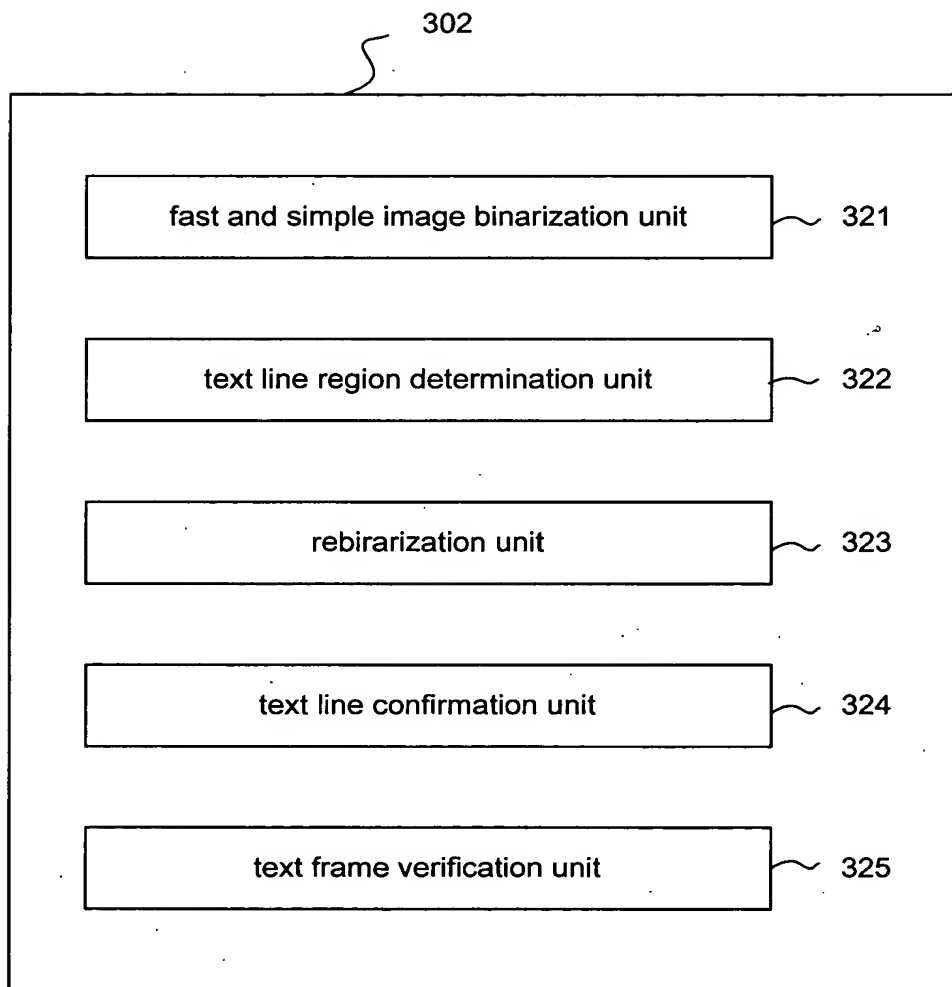


FIG. 5

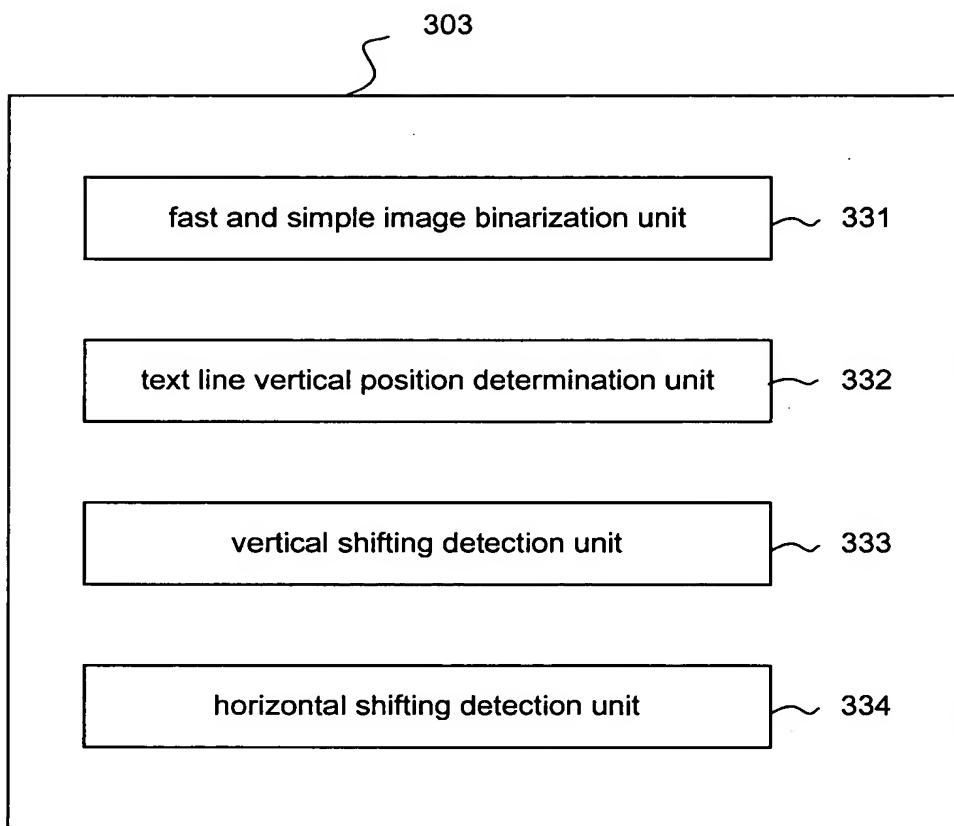


FIG. 6

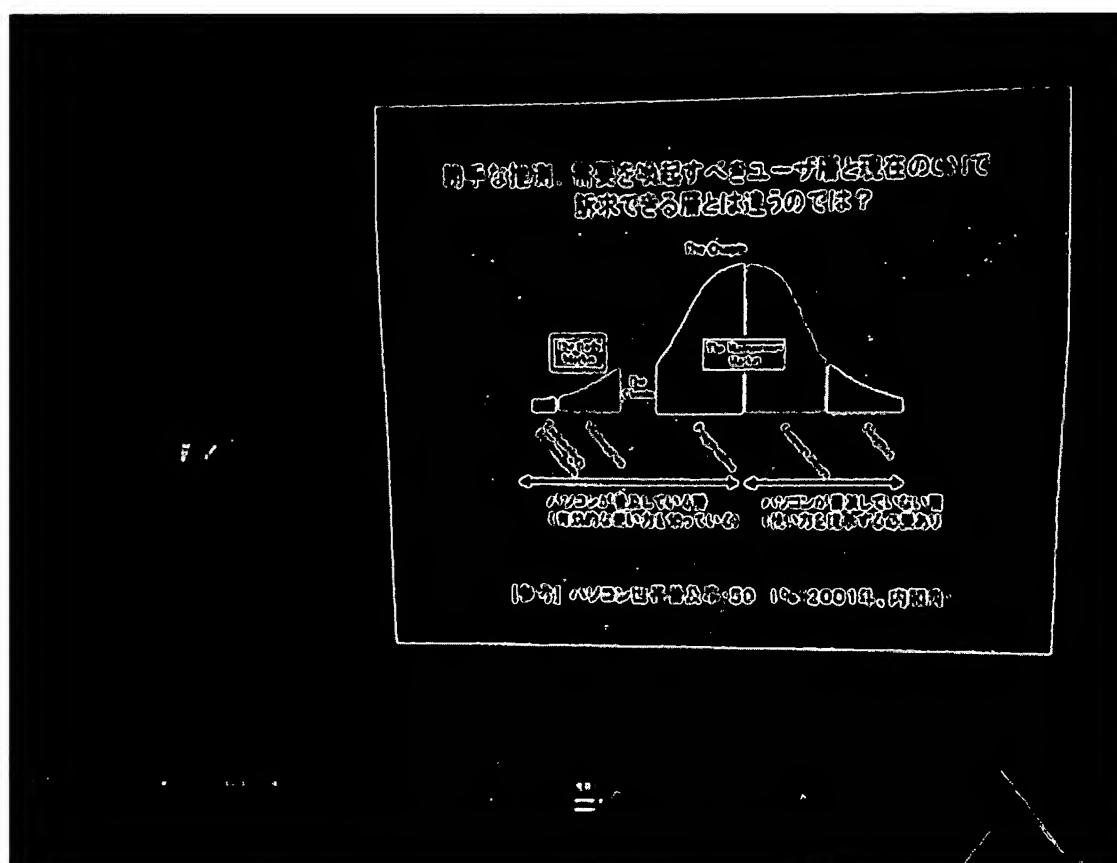


FIG. 7

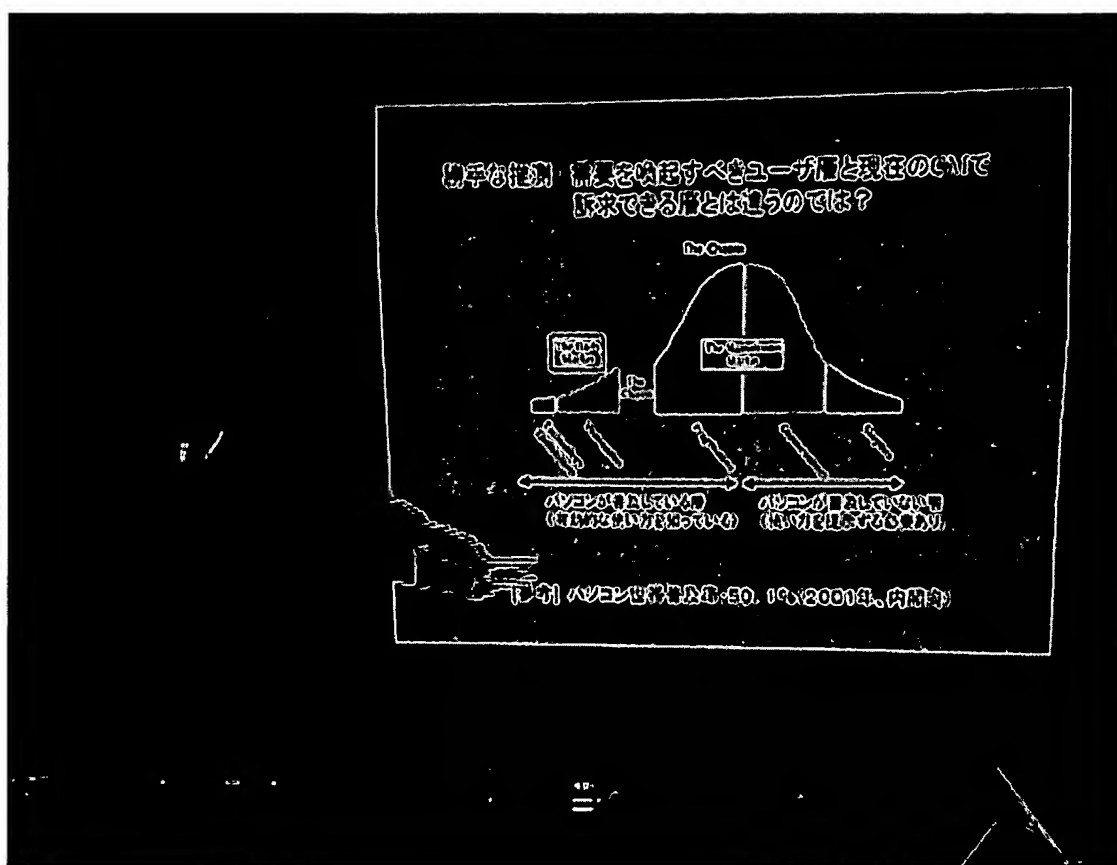


FIG. 8

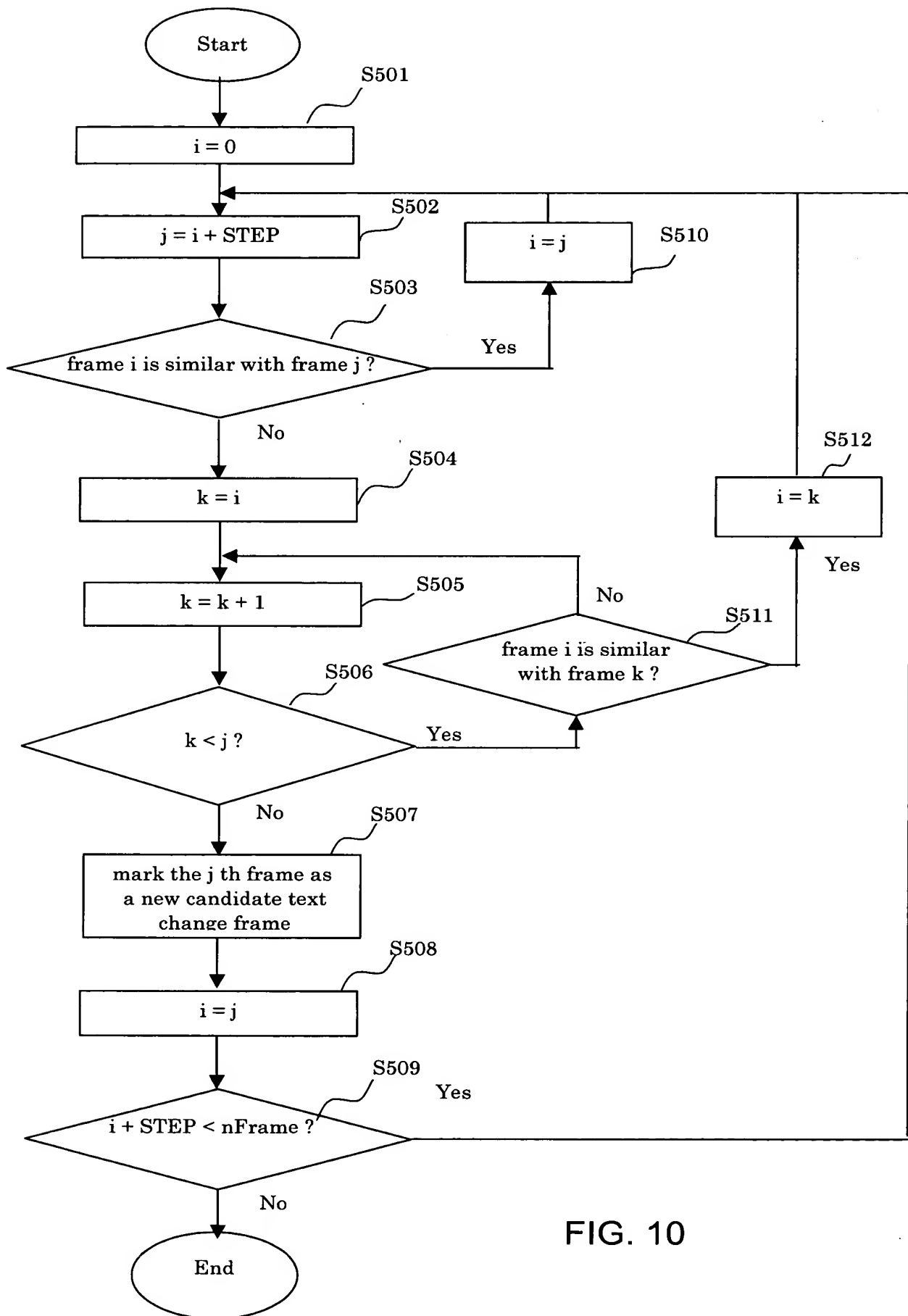


FIG. 10

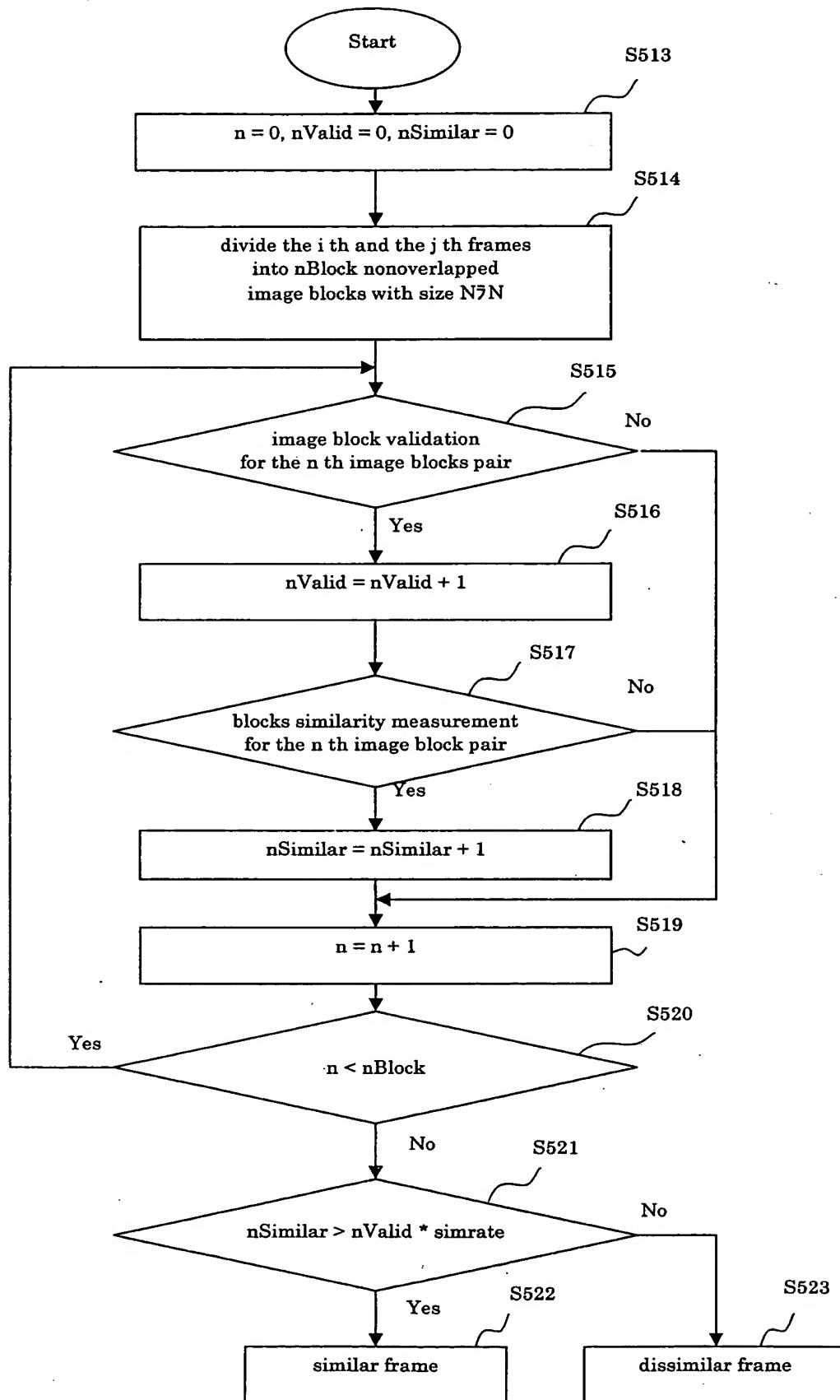


FIG. 11

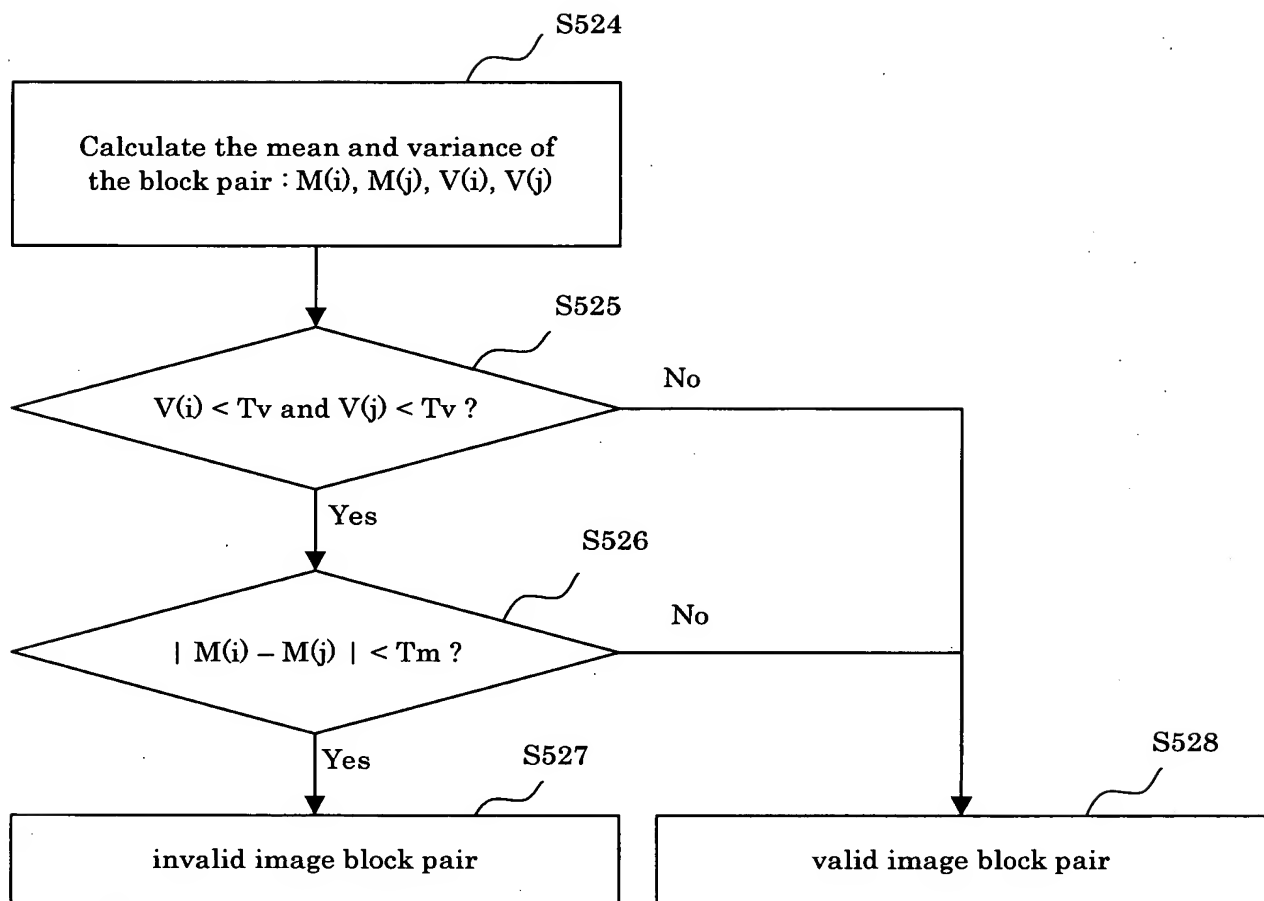


FIG. 12

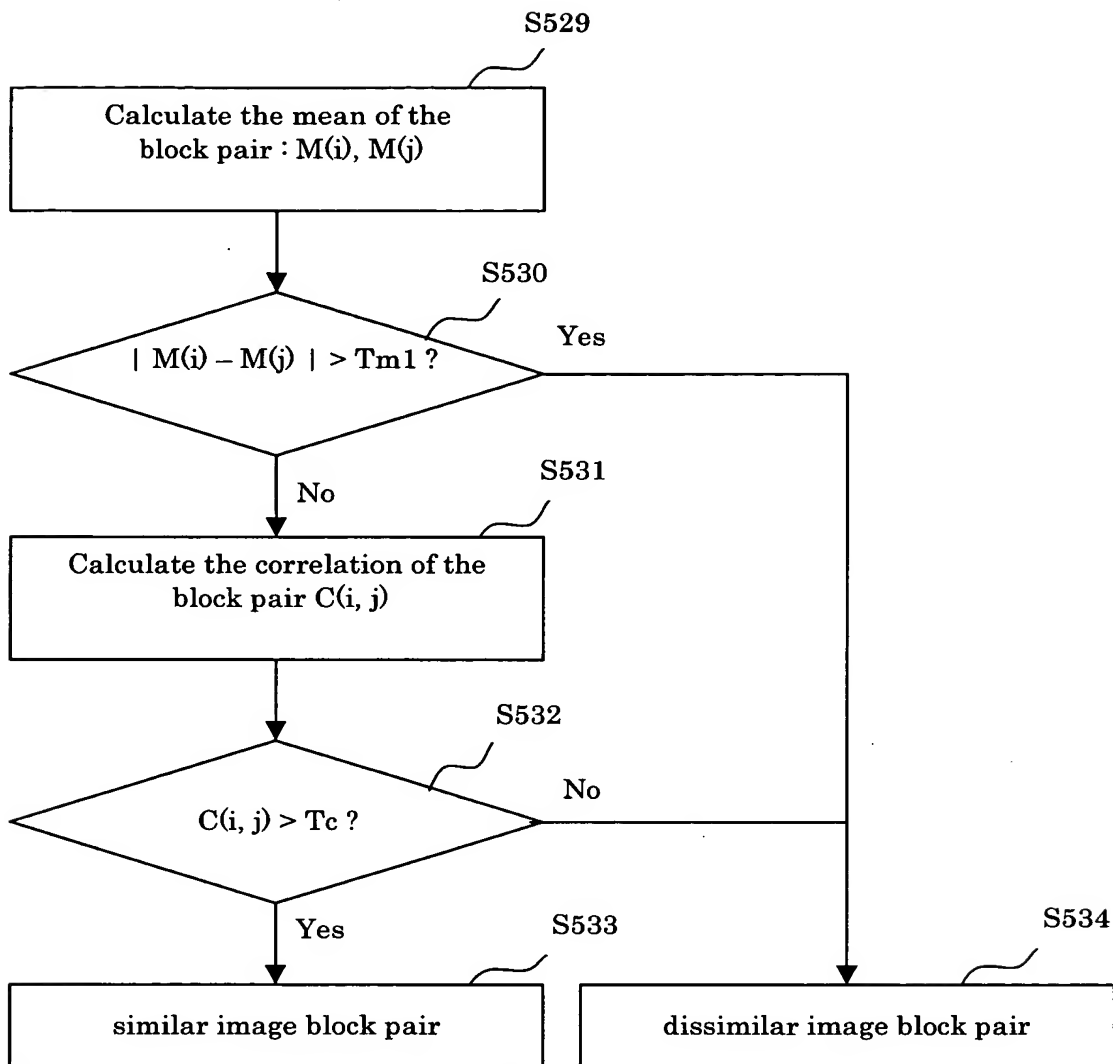


FIG. 13

社内向けアンケートシステムの展開

- ・GM以外の部署についても使える。
- ・システムとしての成熟が進んだ段階で
MyOFFICEのようにアンケートシステム自体を売る。
- ・製造企業間で展開し、連合企業間のアンケートに
富士通社員が参画したり、その逆を行う。
(富士通も似たアンケートを実施している。)

FIG. 14

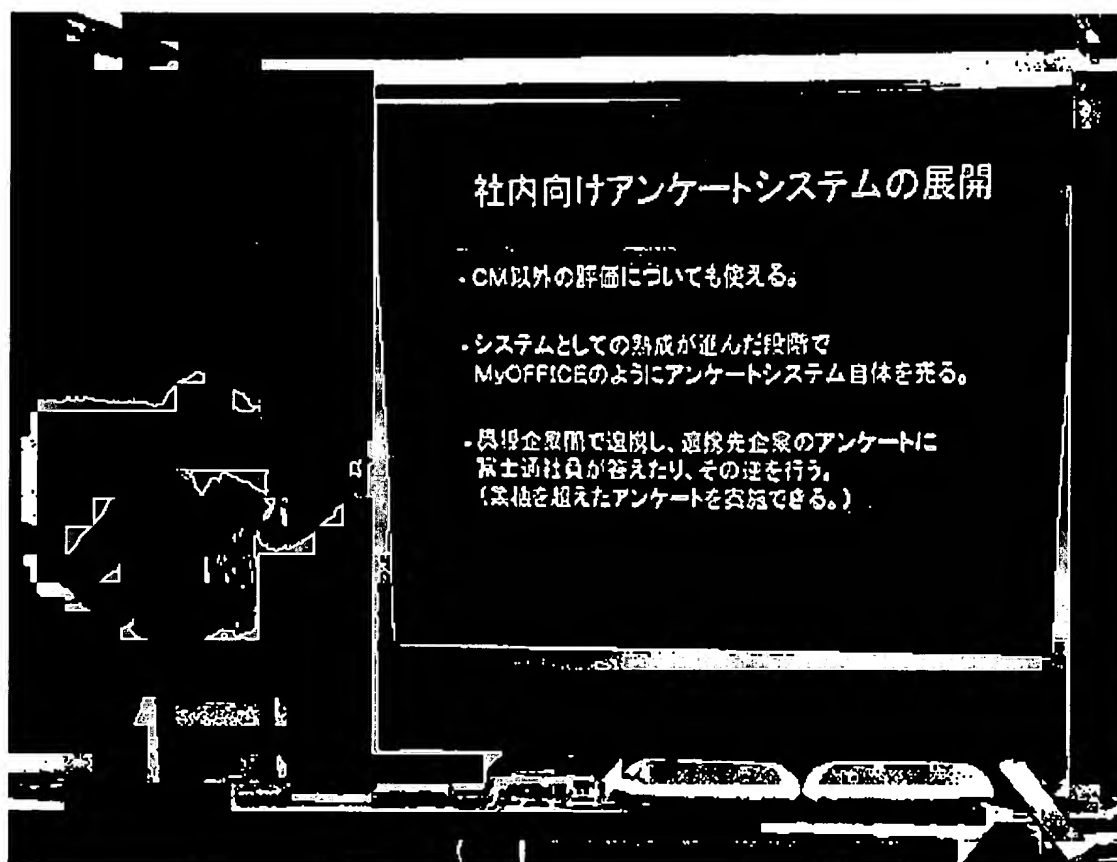


FIG. 15

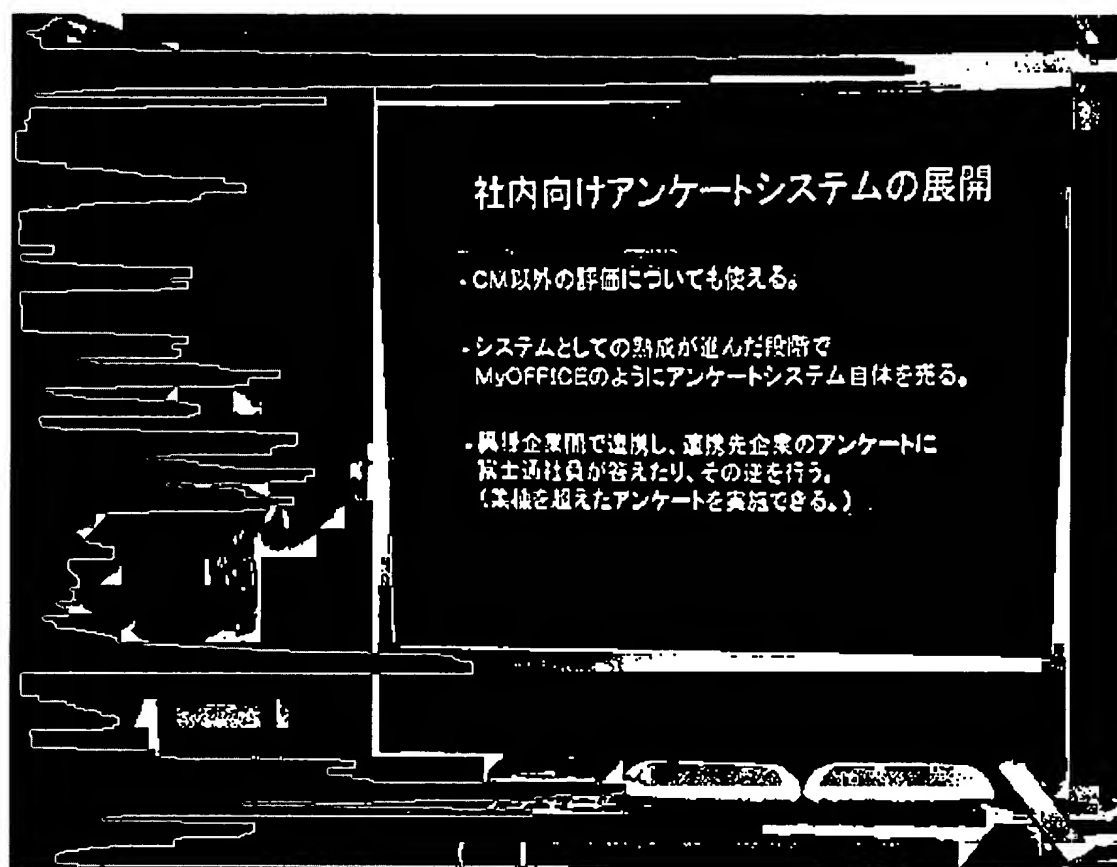
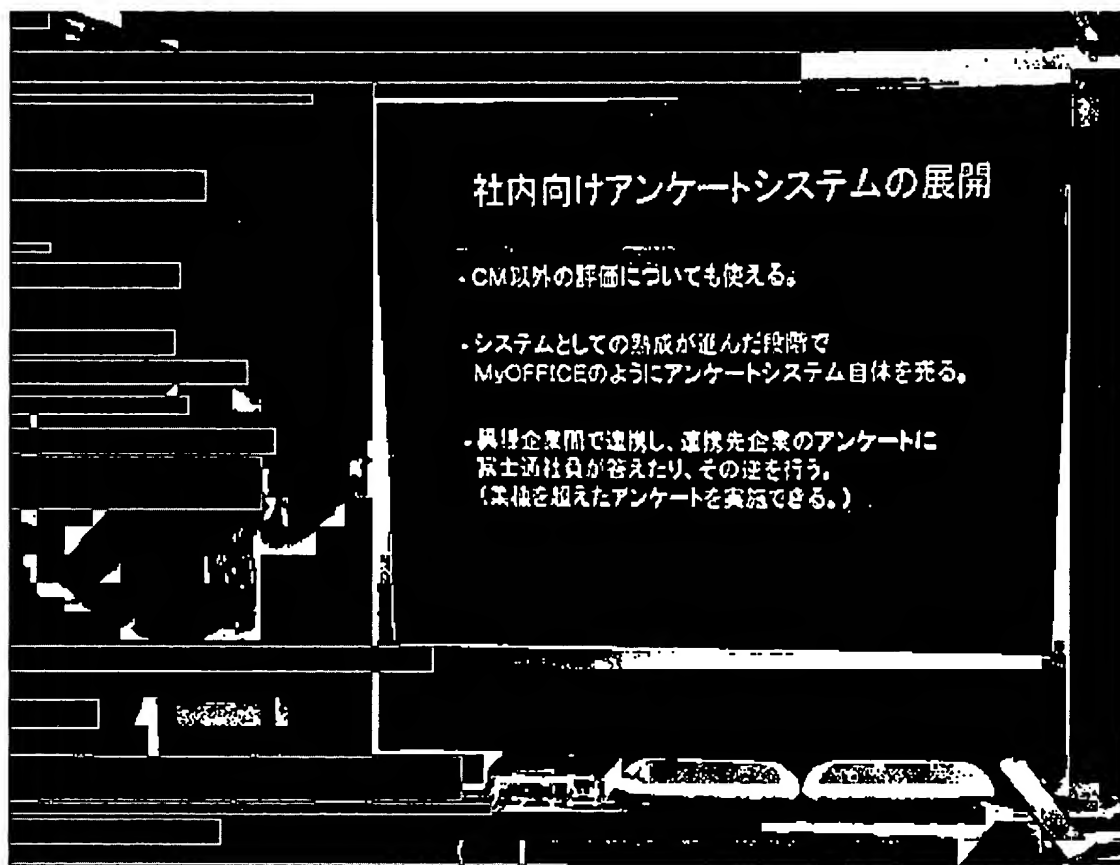


FIG. 16



社内向けアンケートシステムの展開

- ・CM以外の評価についても使える。
- ・システムとしての熟成が進んだ段階で
MyOFFICEのようにアンケートシステム自体を売る。
- ・異業企業間で連携し、連携先企業のアンケートに
富士通社員が答えたり、その逆を行う。
(業種を超えたアンケートを実施できる。)

FIG. 17

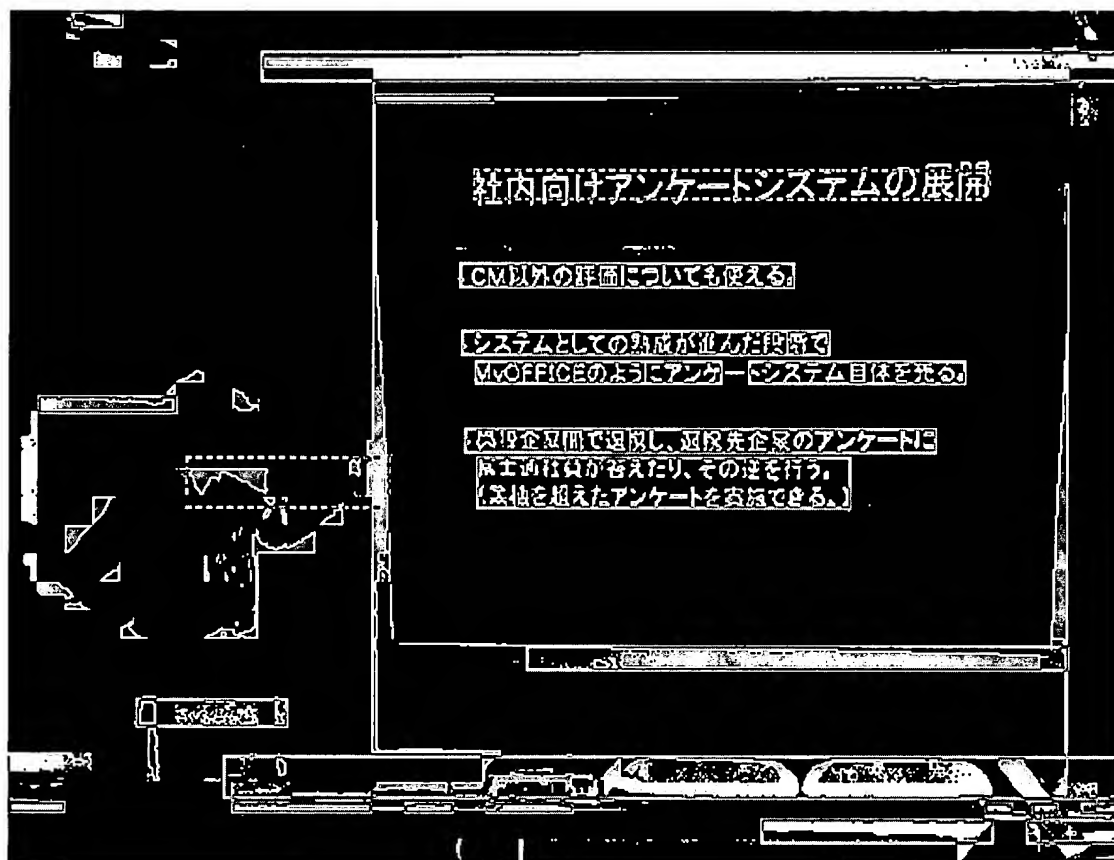


FIG. 19



FIG. 20

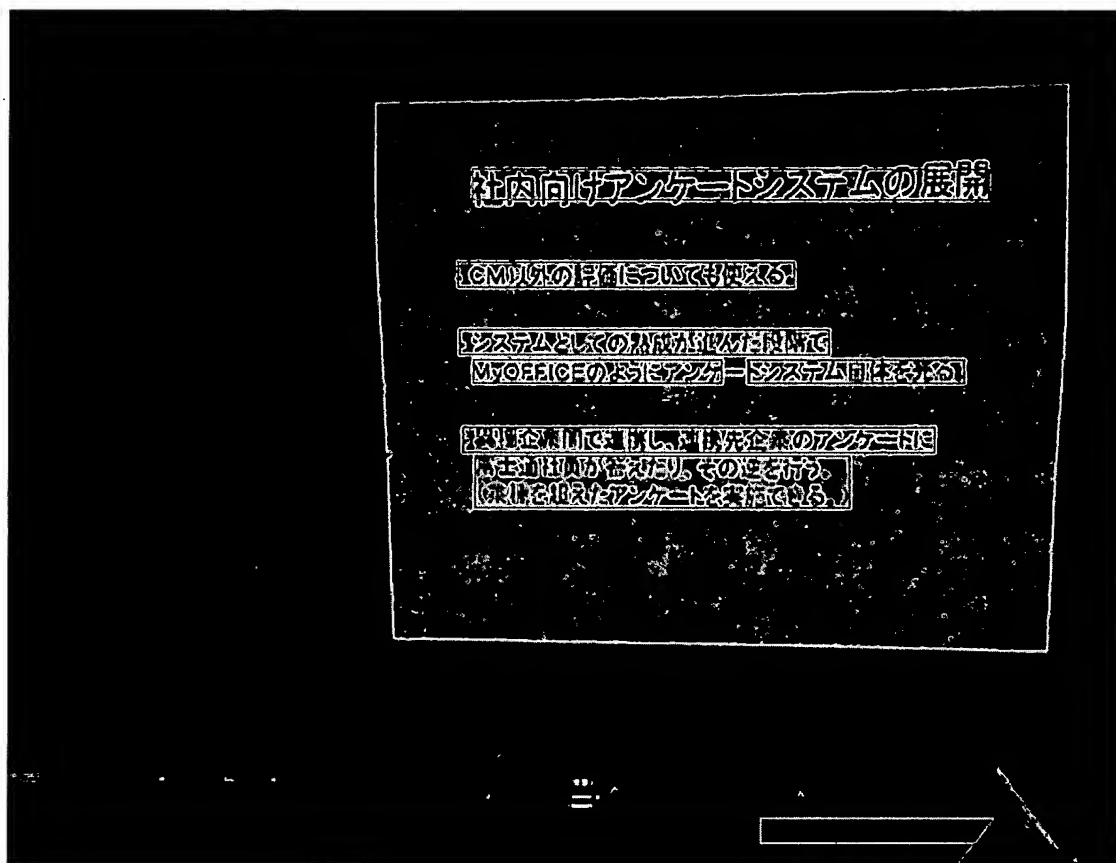


FIG. 21

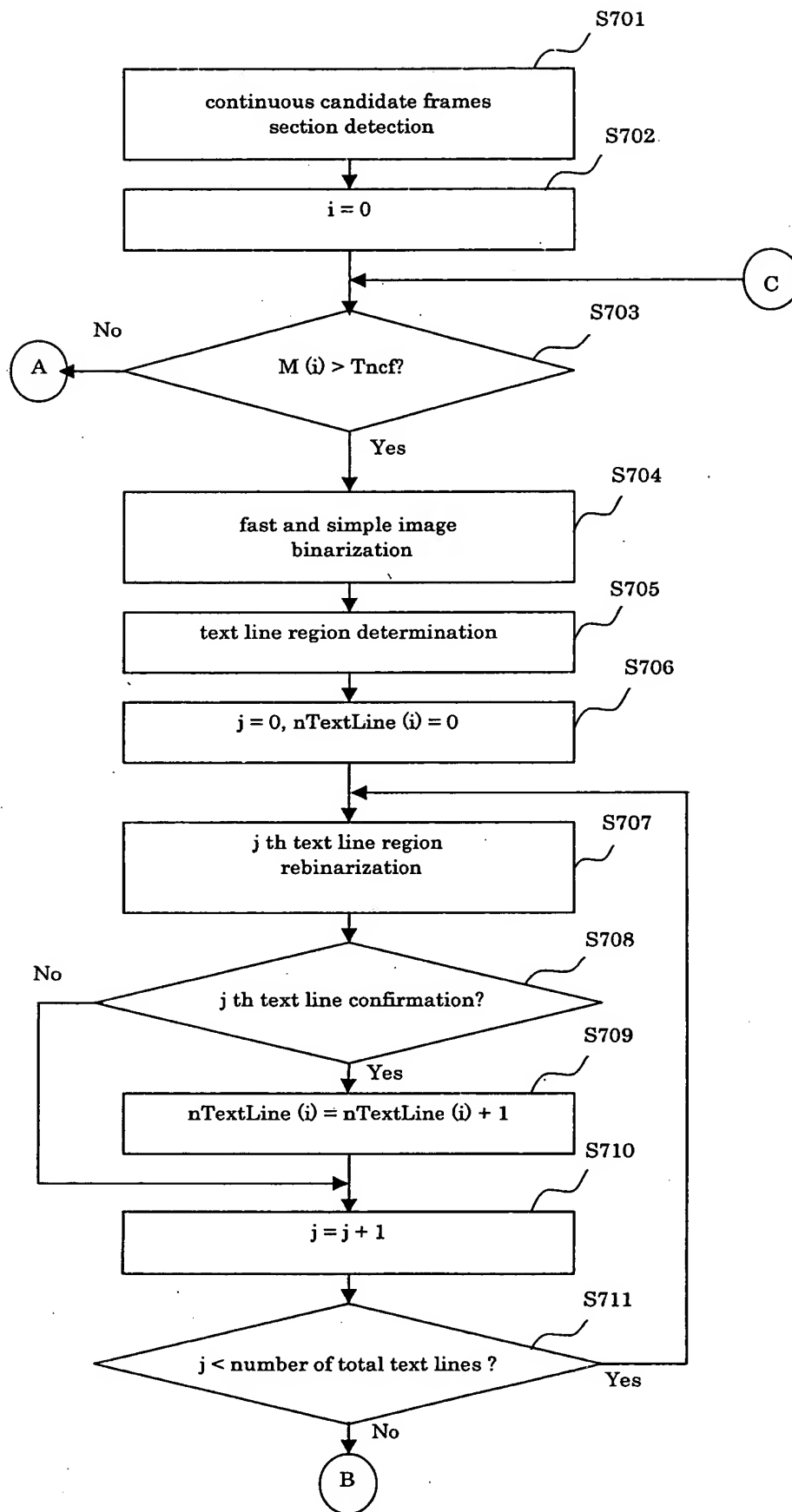


FIG. 22

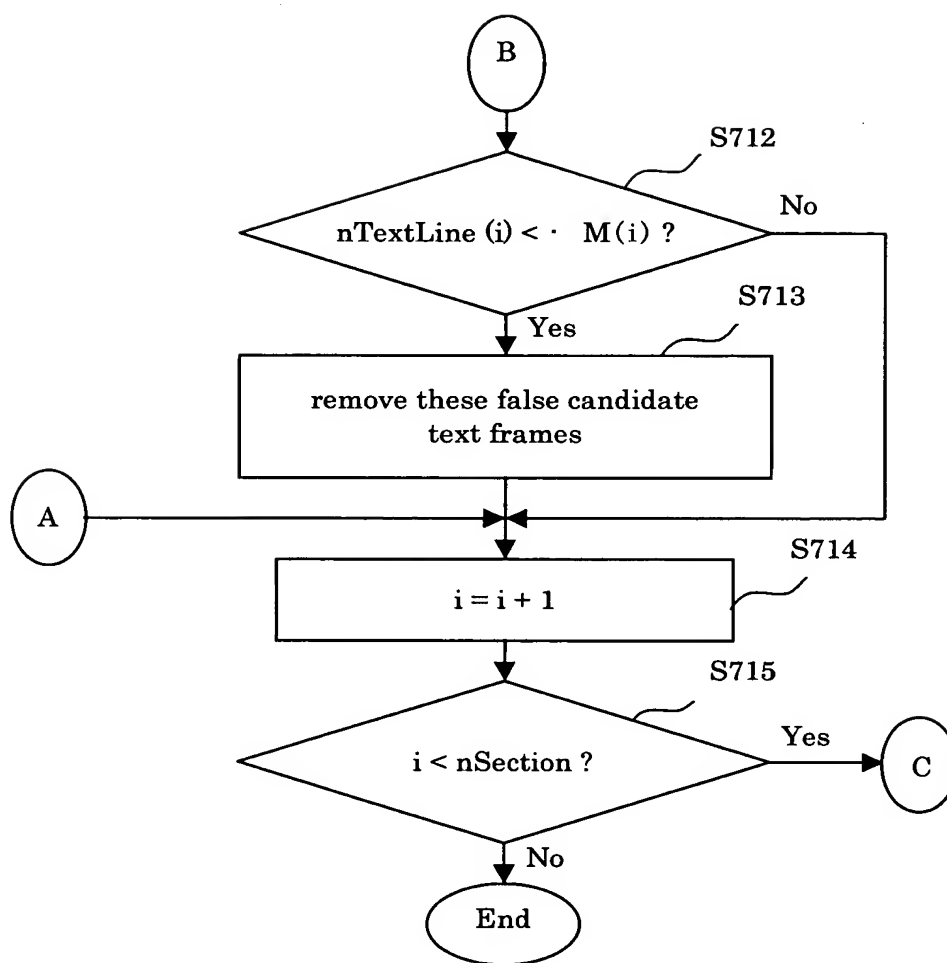


FIG. 23

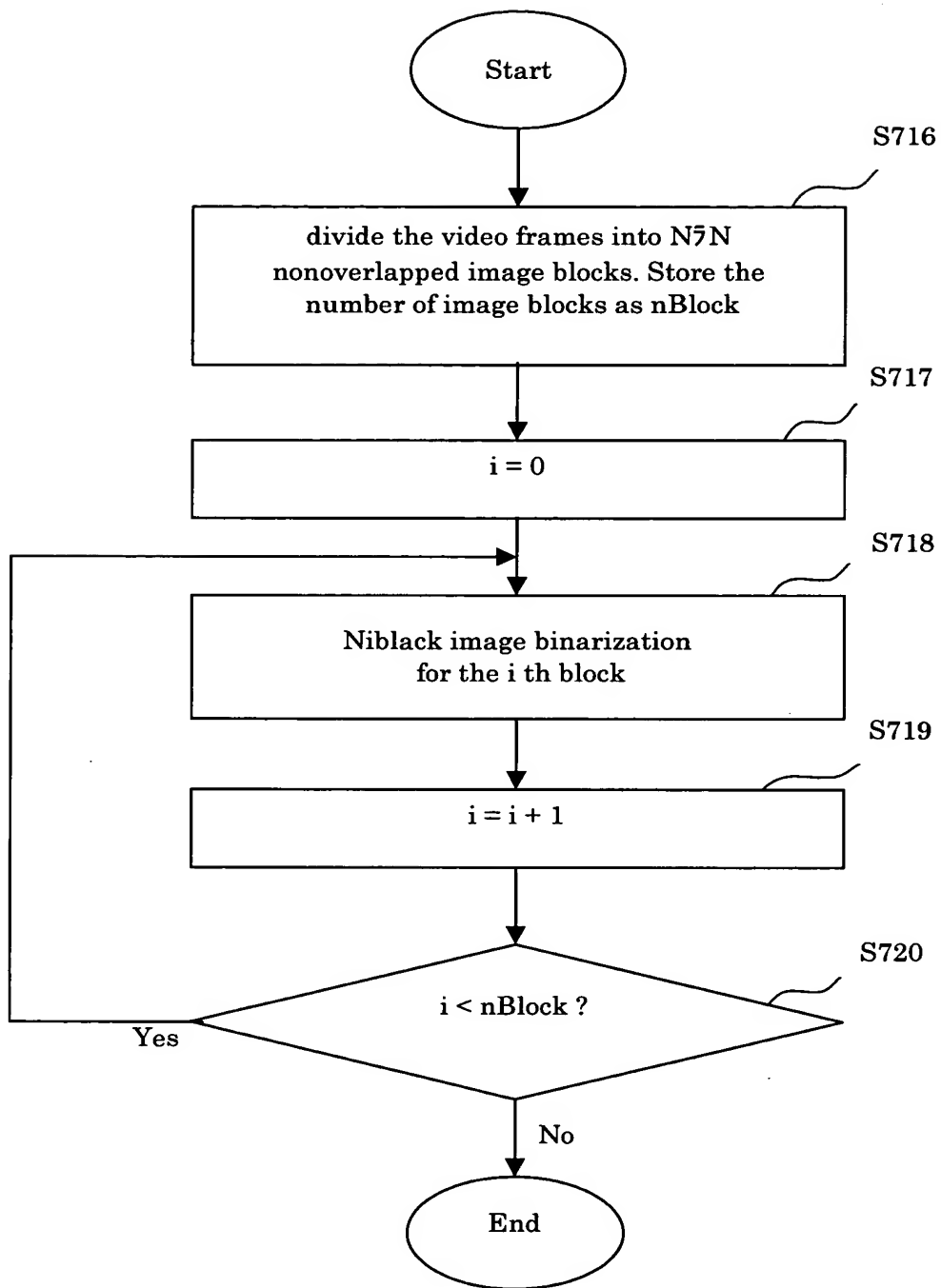


FIG. 24

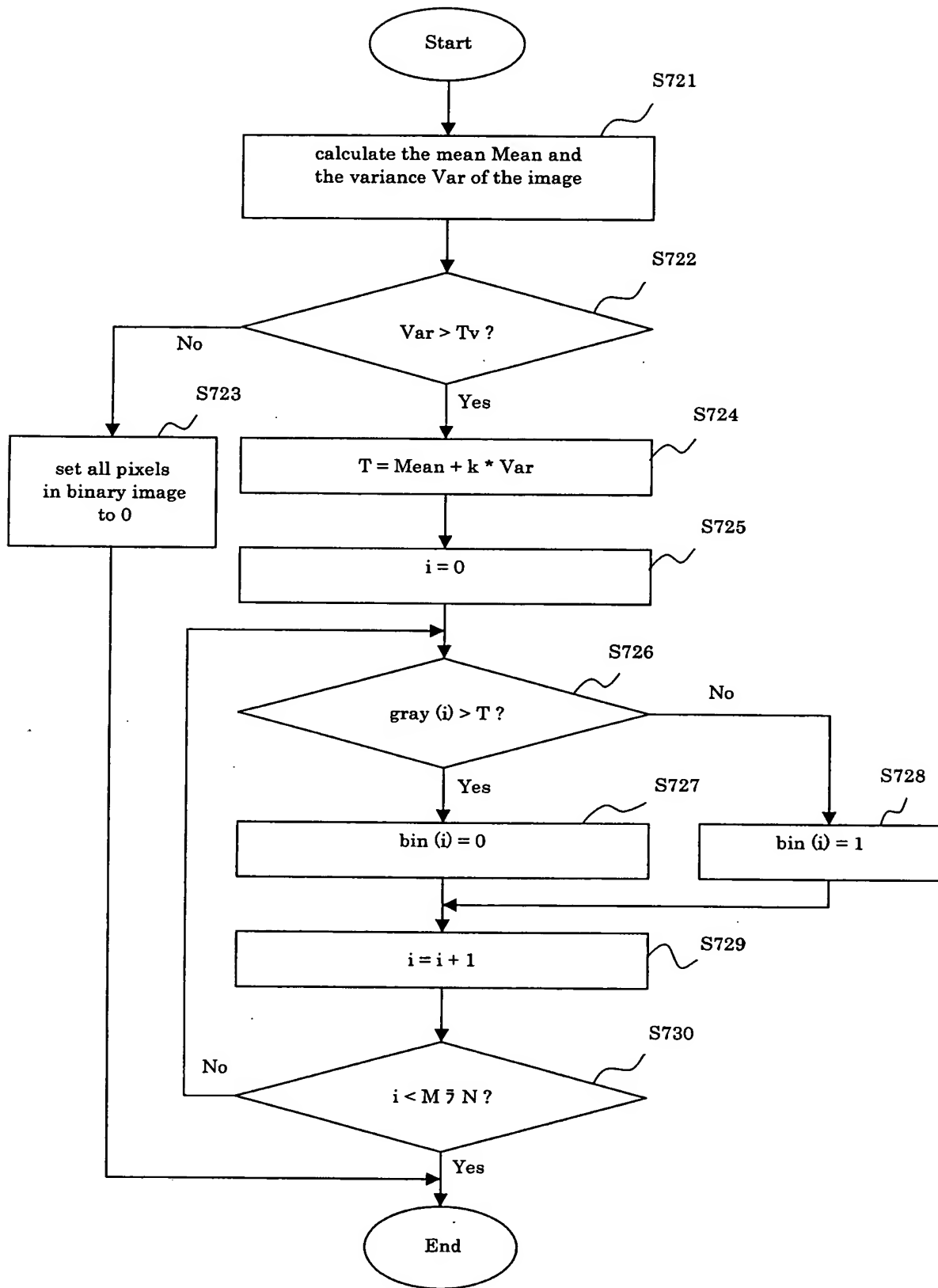


FIG. 25

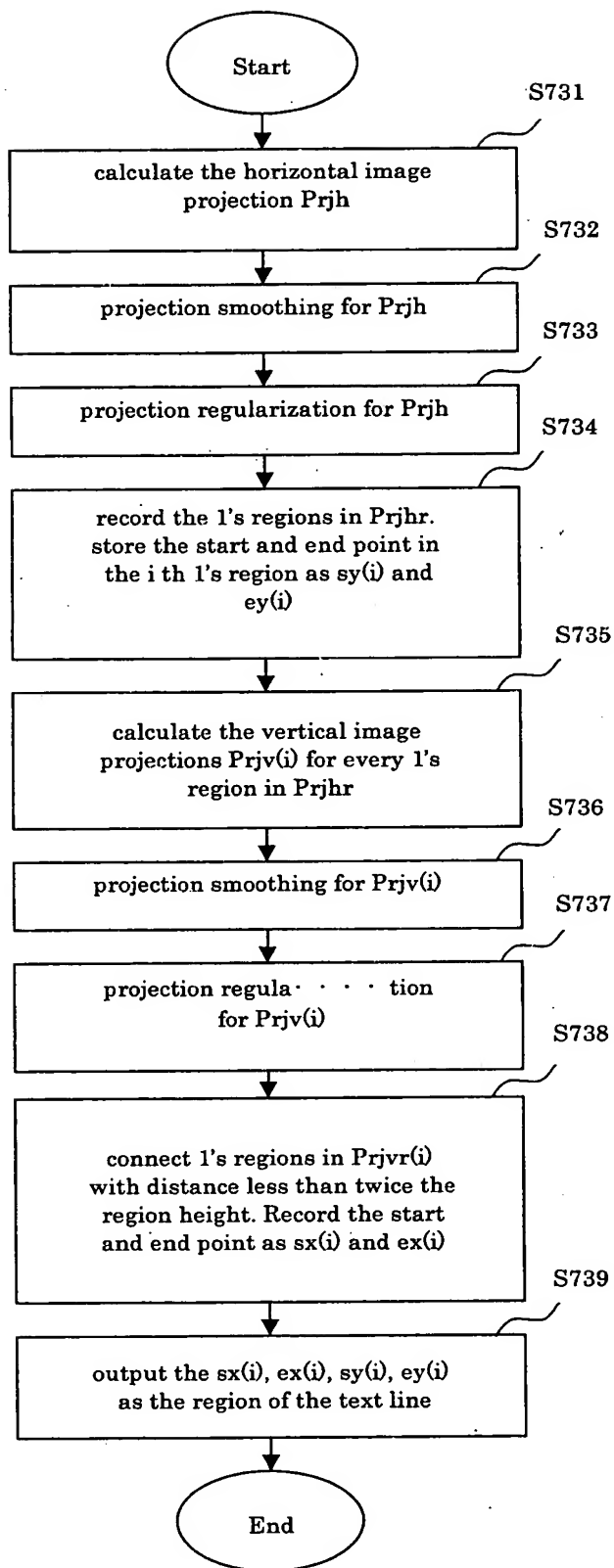


FIG. 26

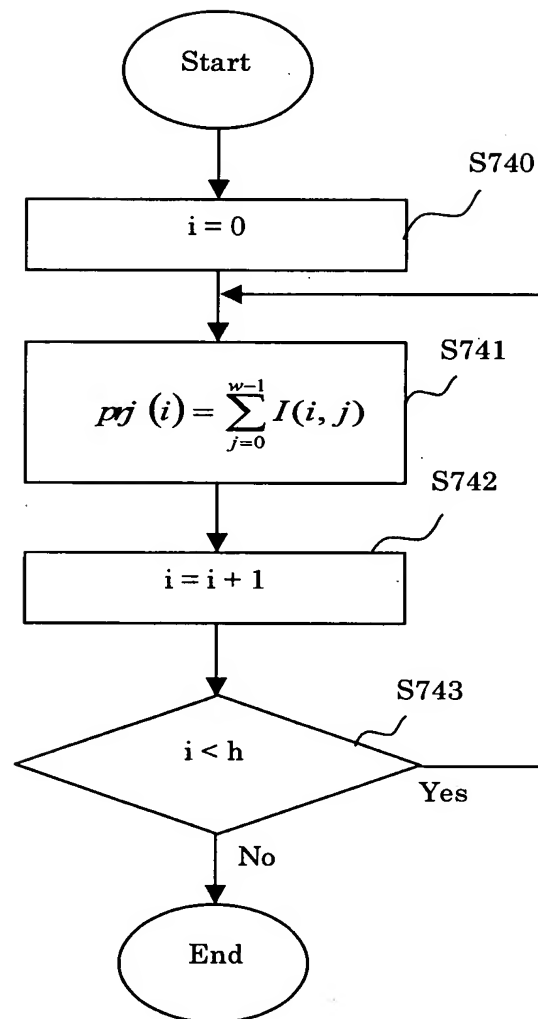


FIG. 27

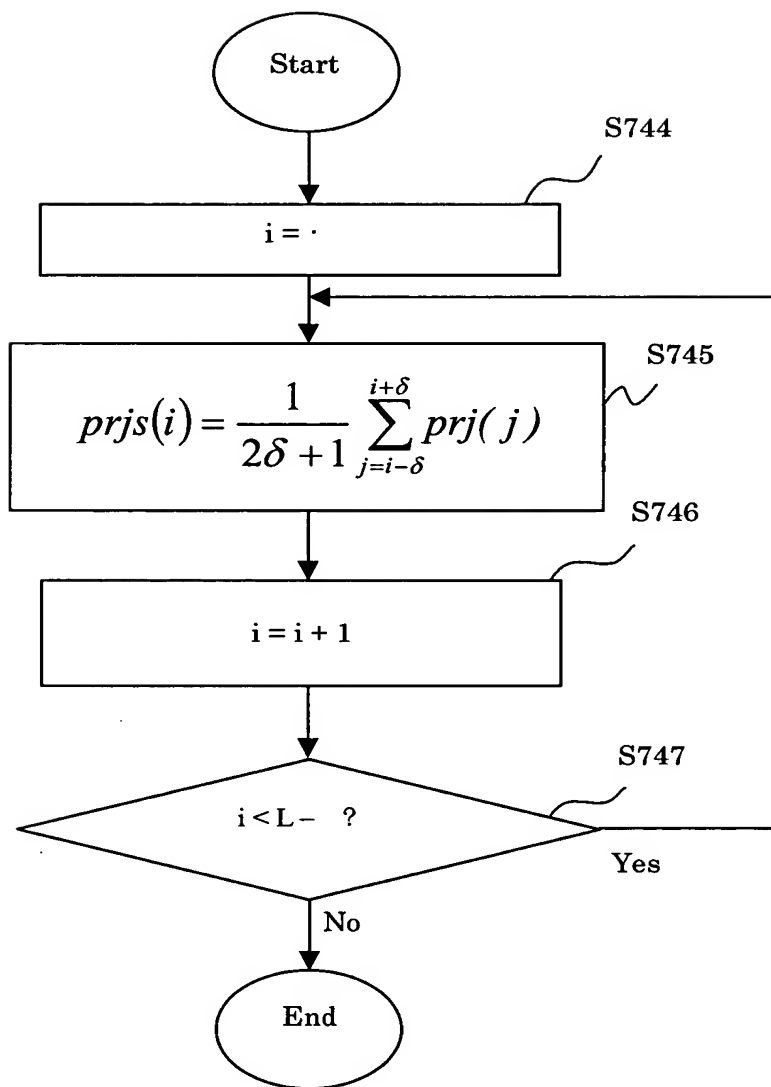


FIG. 28

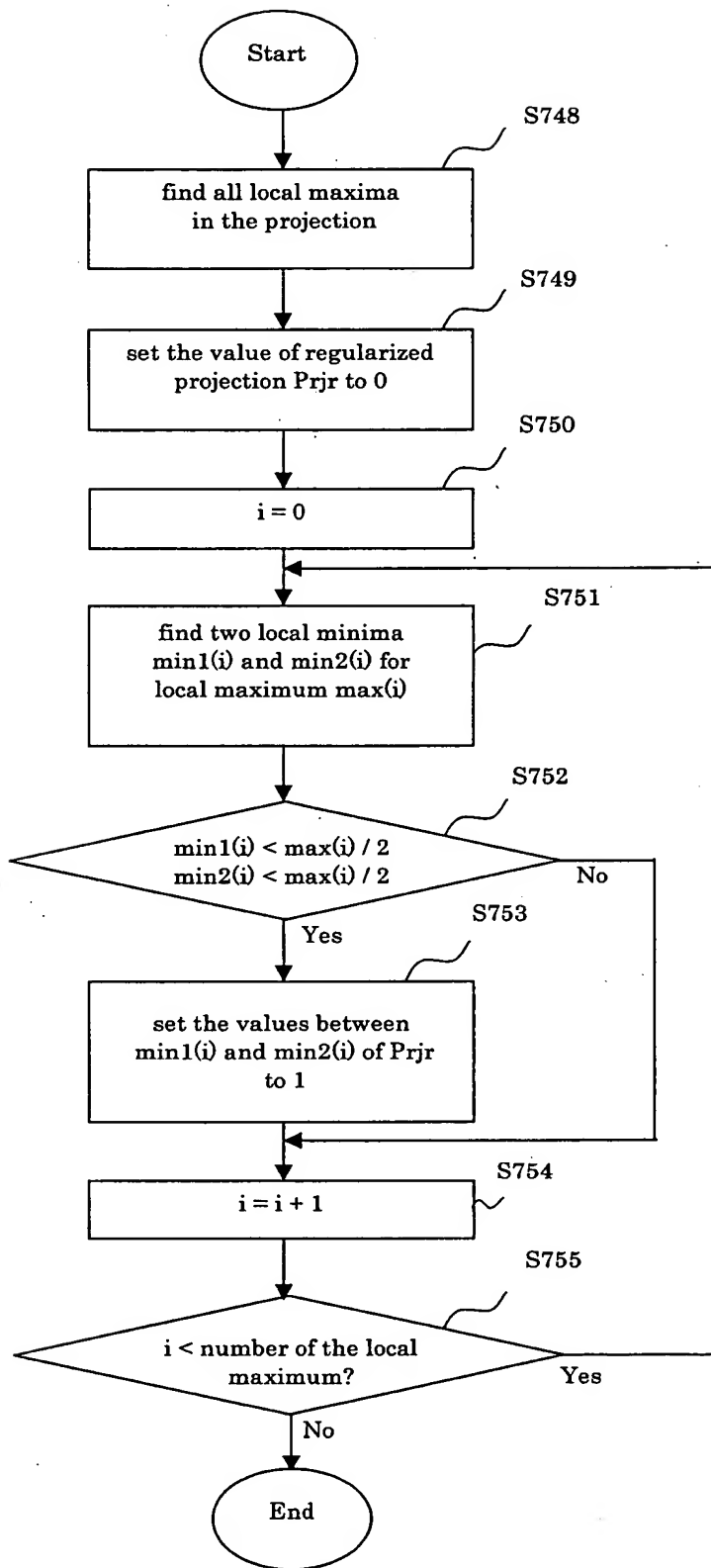


FIG. 29

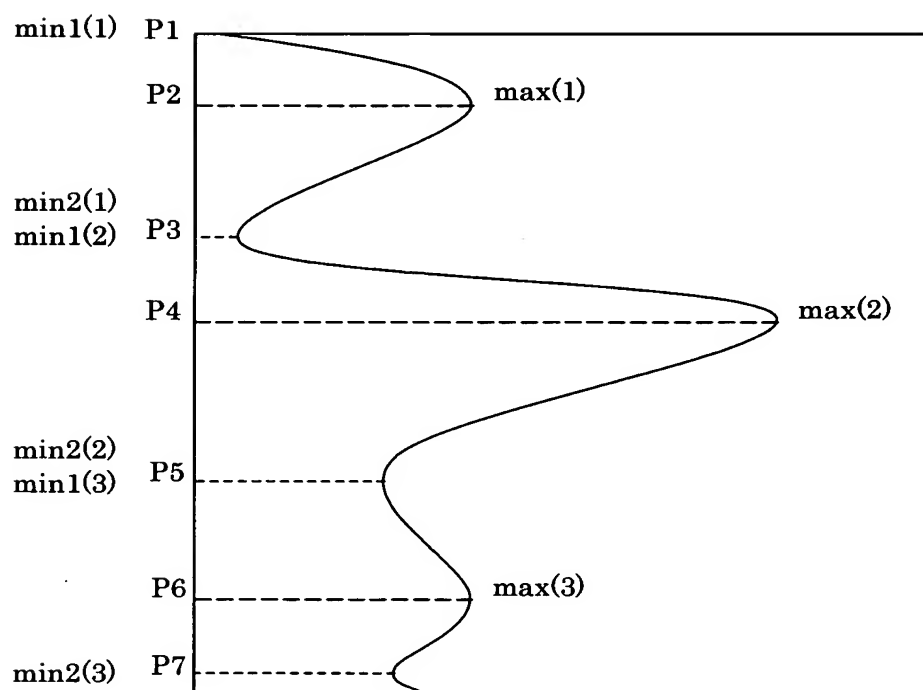


FIG. 30

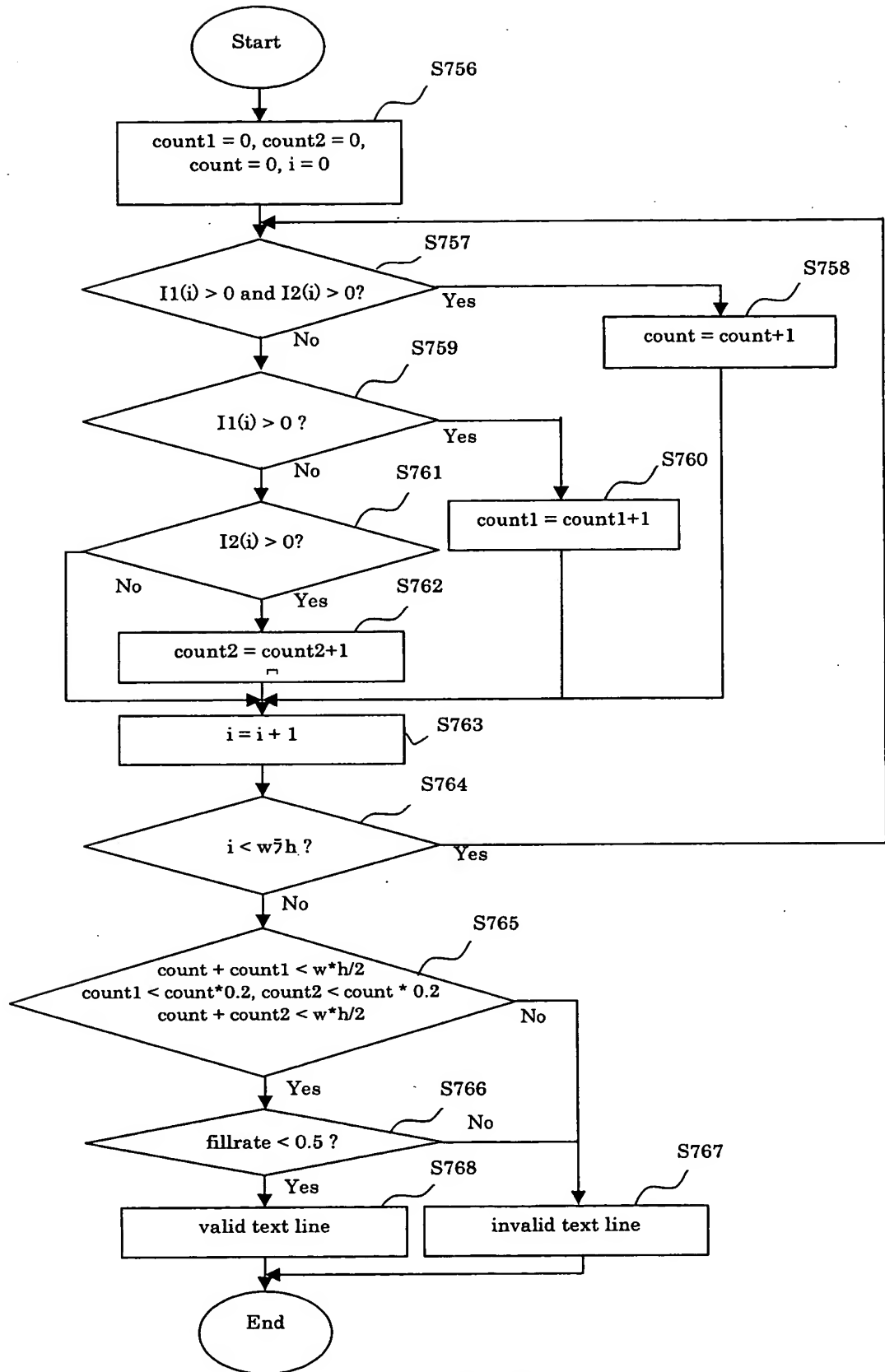


FIG. 31

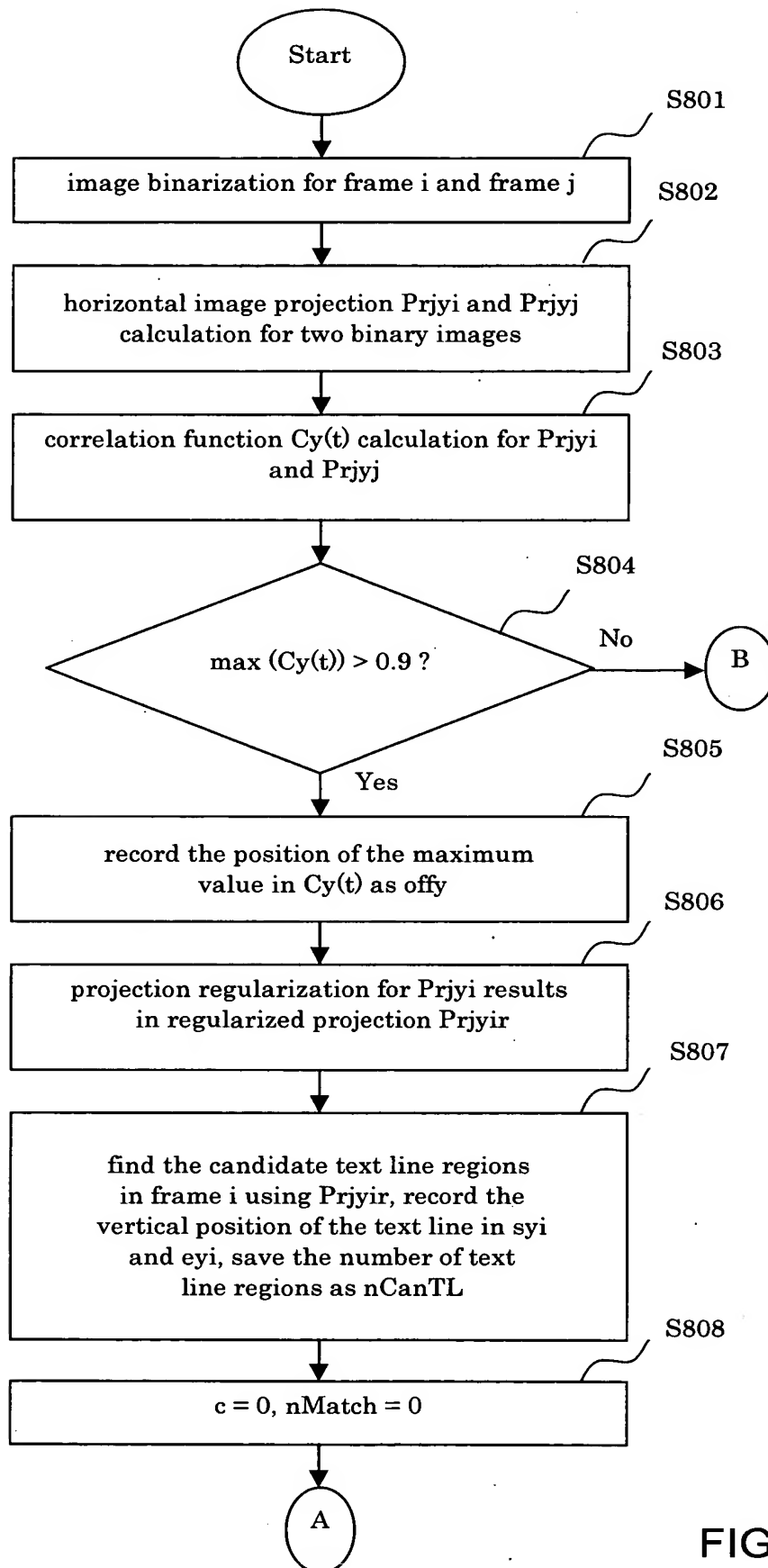


FIG. 32

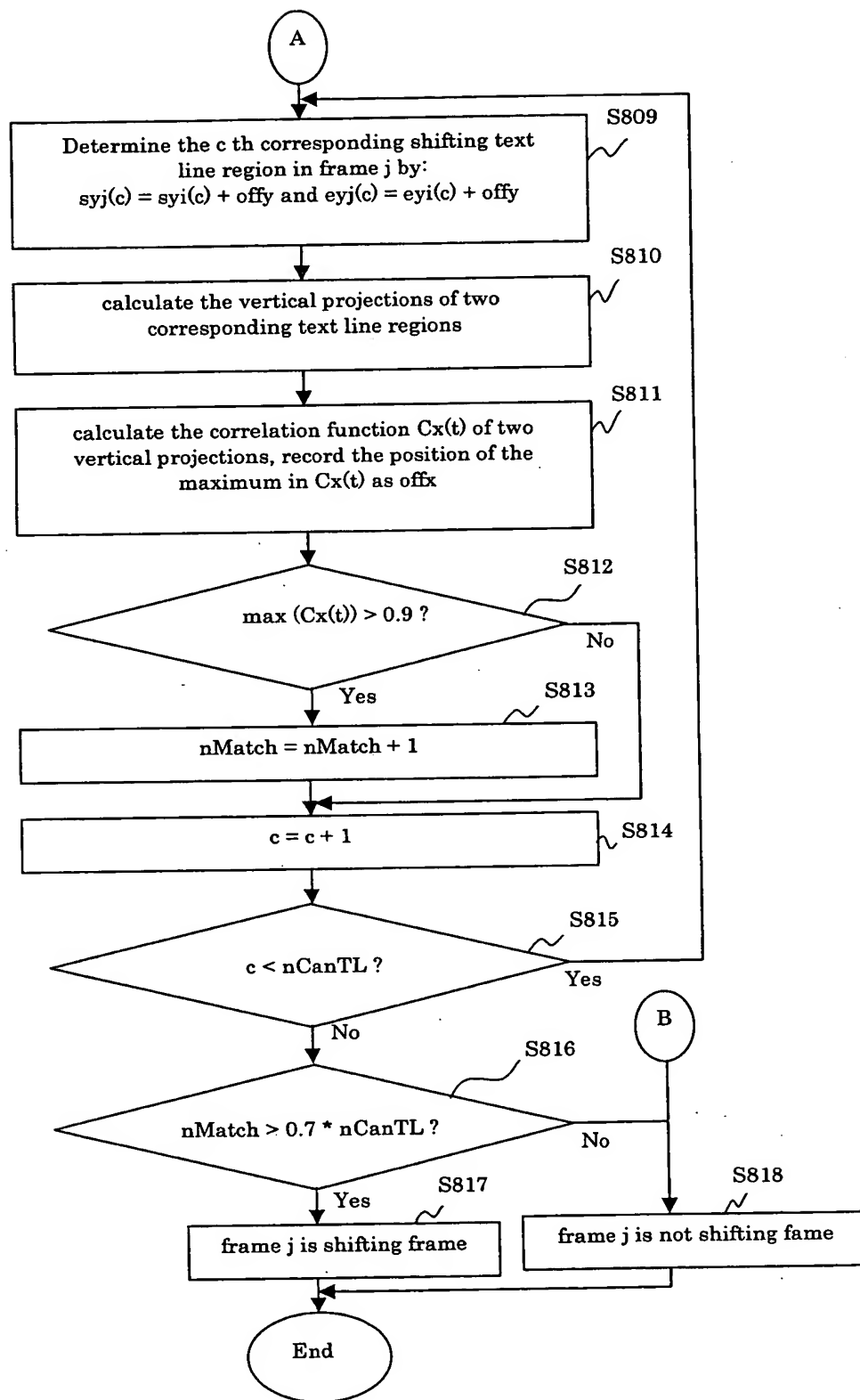


FIG. 33

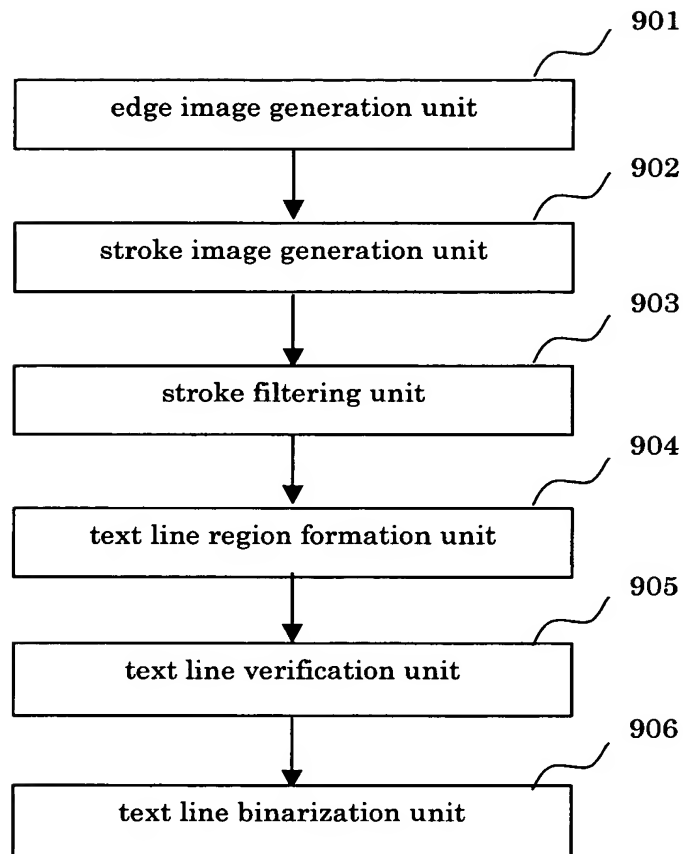


FIG. 34

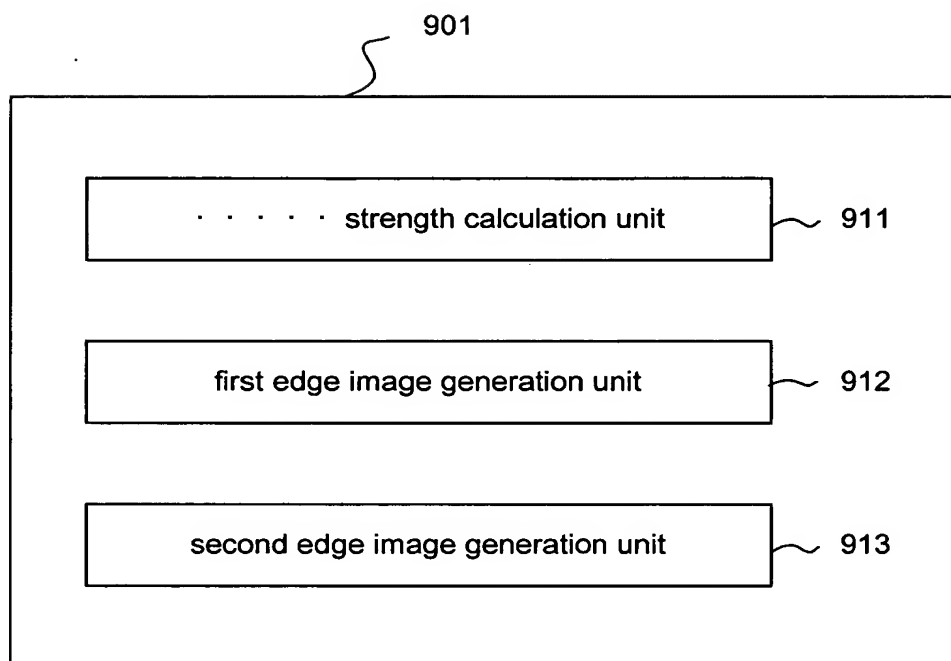


FIG. 35

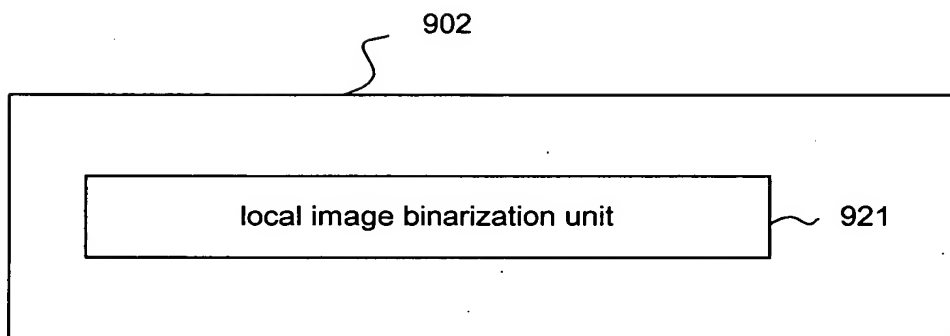


FIG. 36

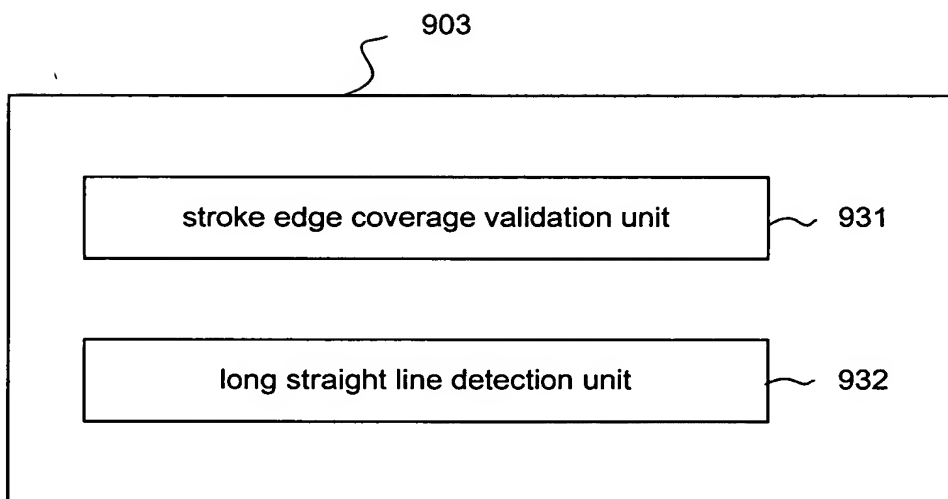


FIG. 37

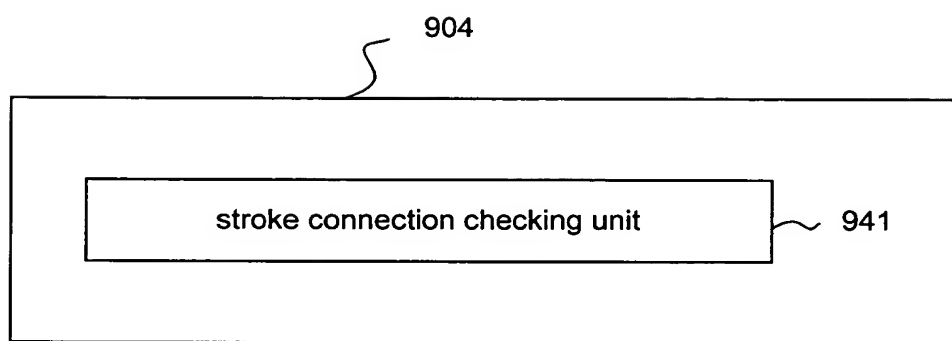


FIG. 38

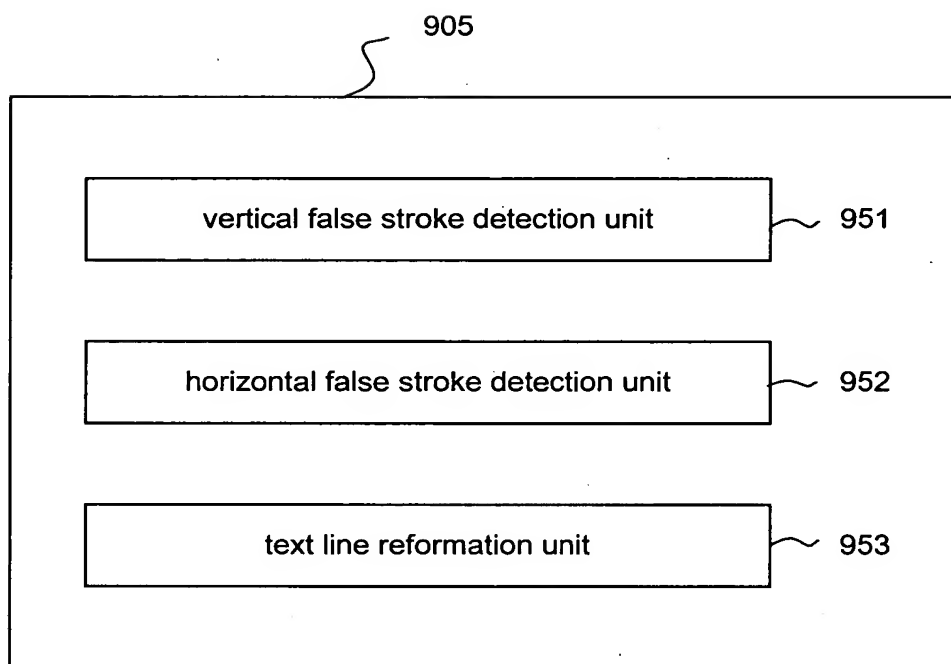


FIG. 39

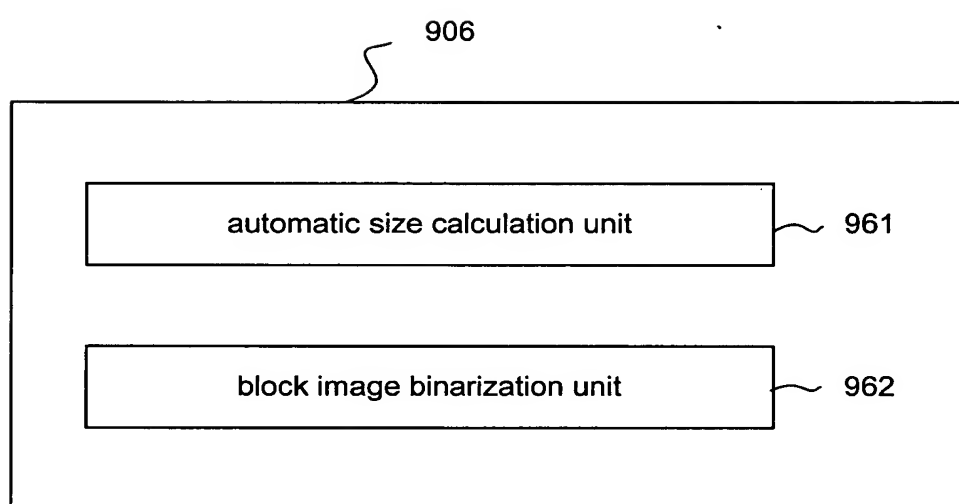


FIG. 40

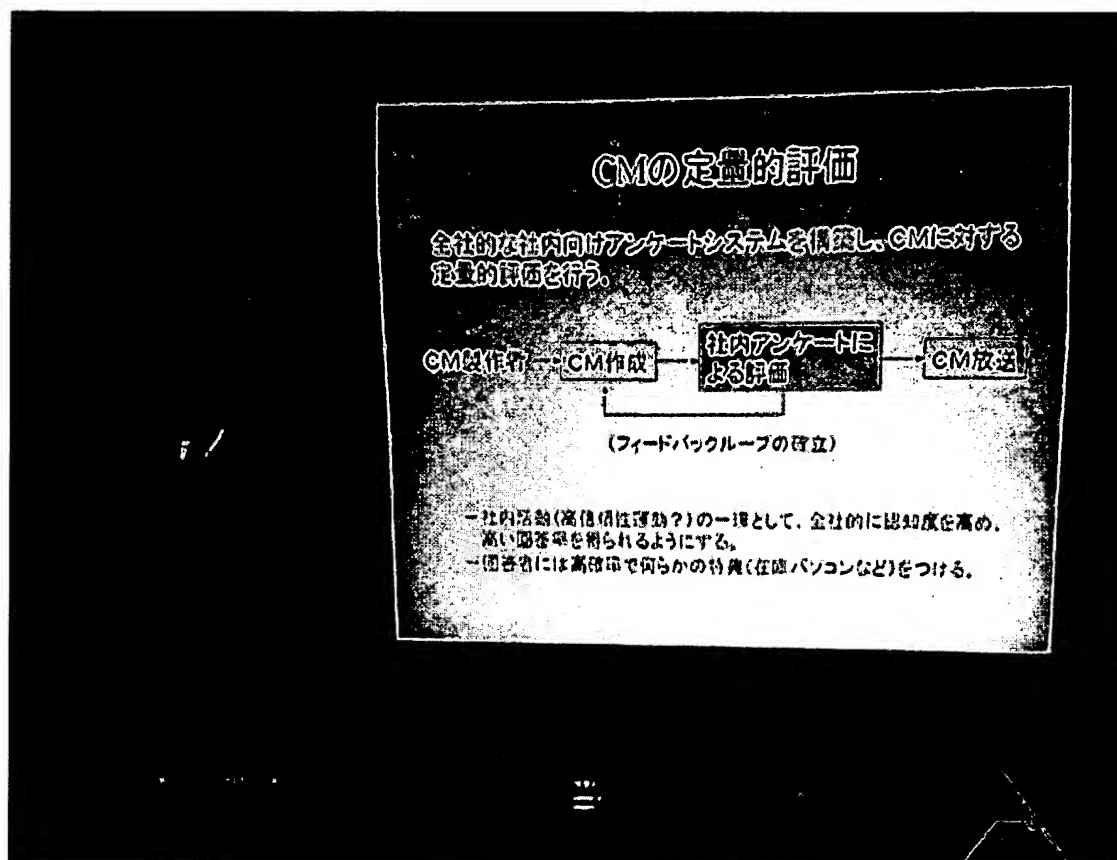


FIG. 41

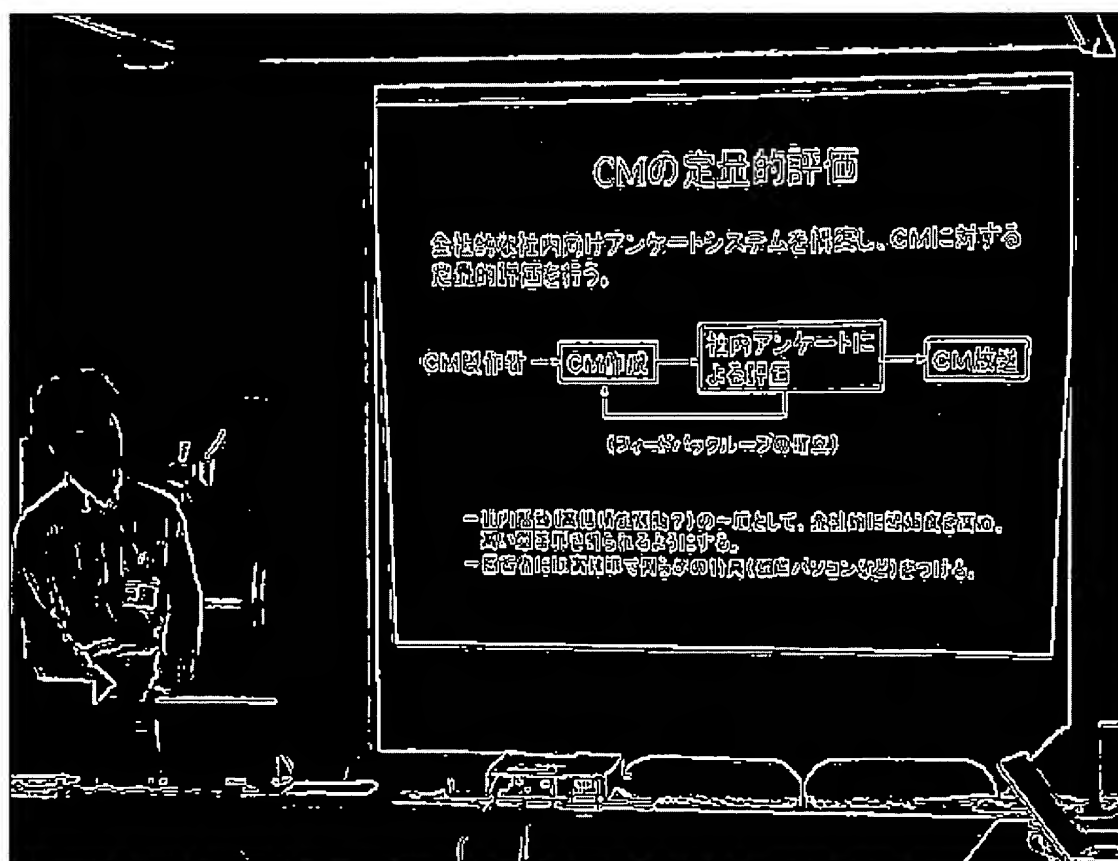


FIG. 42

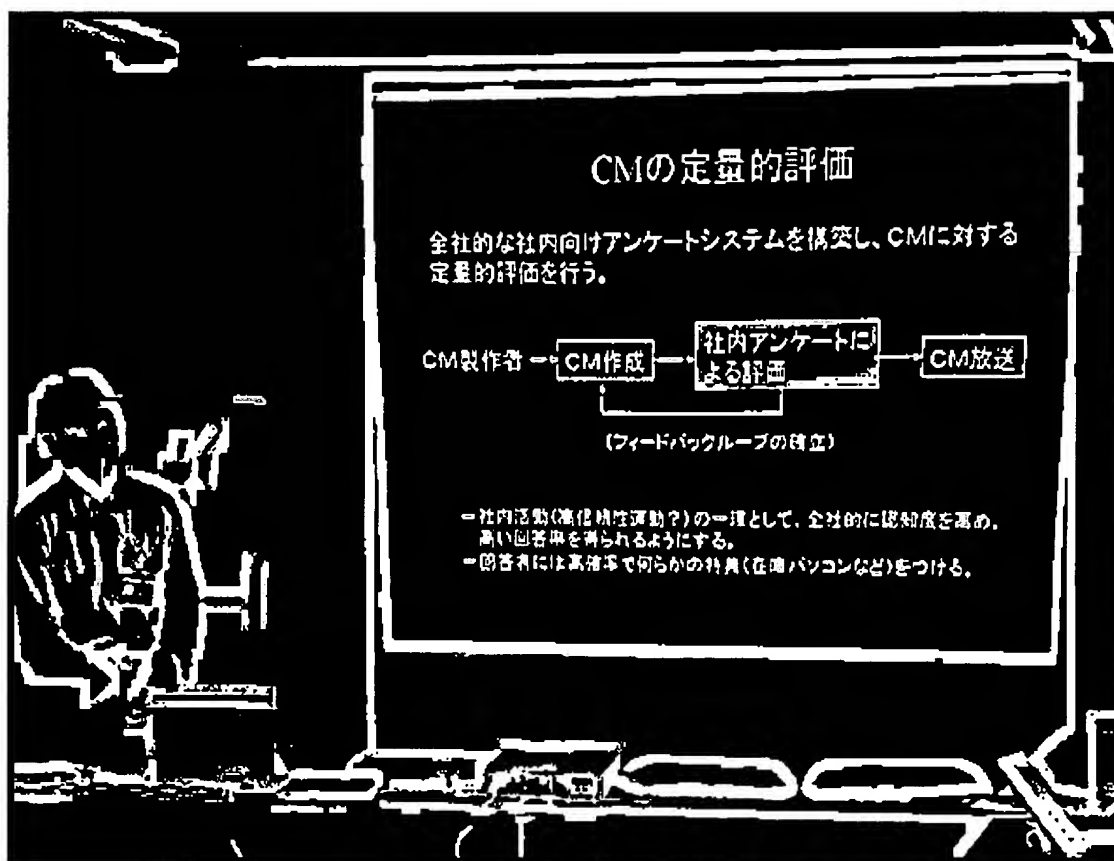
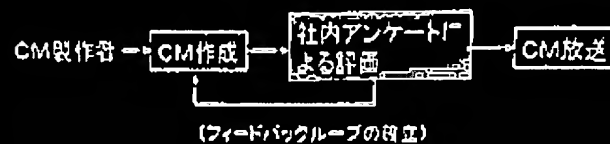


FIG. 43

CMの定量的評価

全社的な社内向けアンケートシステムを構築し、CMに対する定量的評価を行う。



- 社内活動(活性化運動?)の一環として、全社的に認知度を高め、高い回答率を得られるようにする。
- 回答者には必ずある程度の特典(在庫パソコンなど)をつける。

FIG. 44

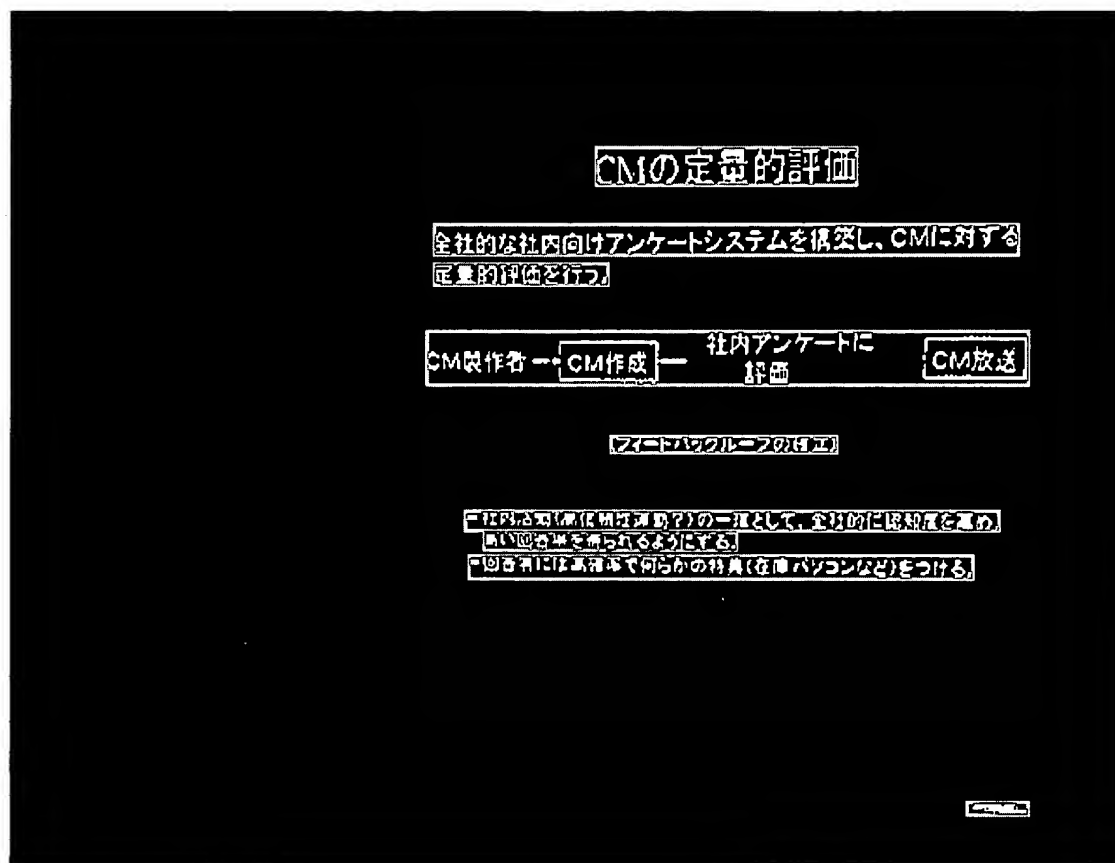


FIG. 45

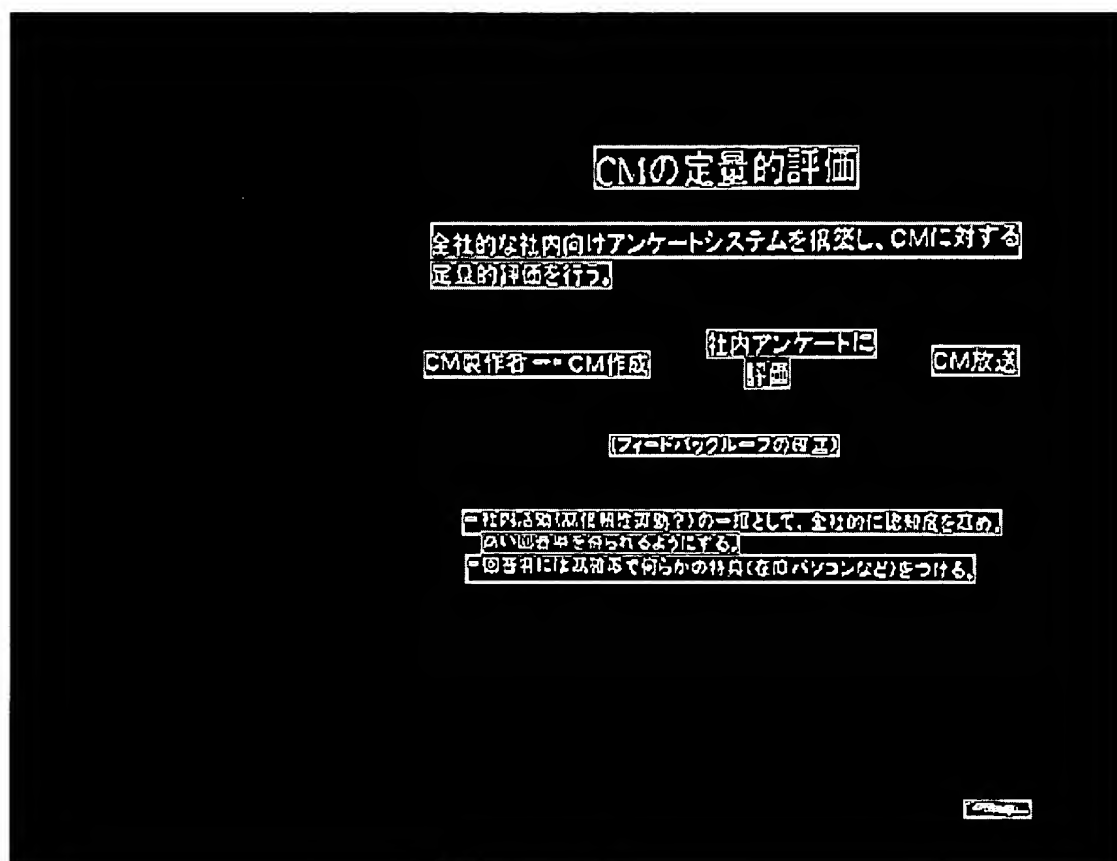


FIG. 46

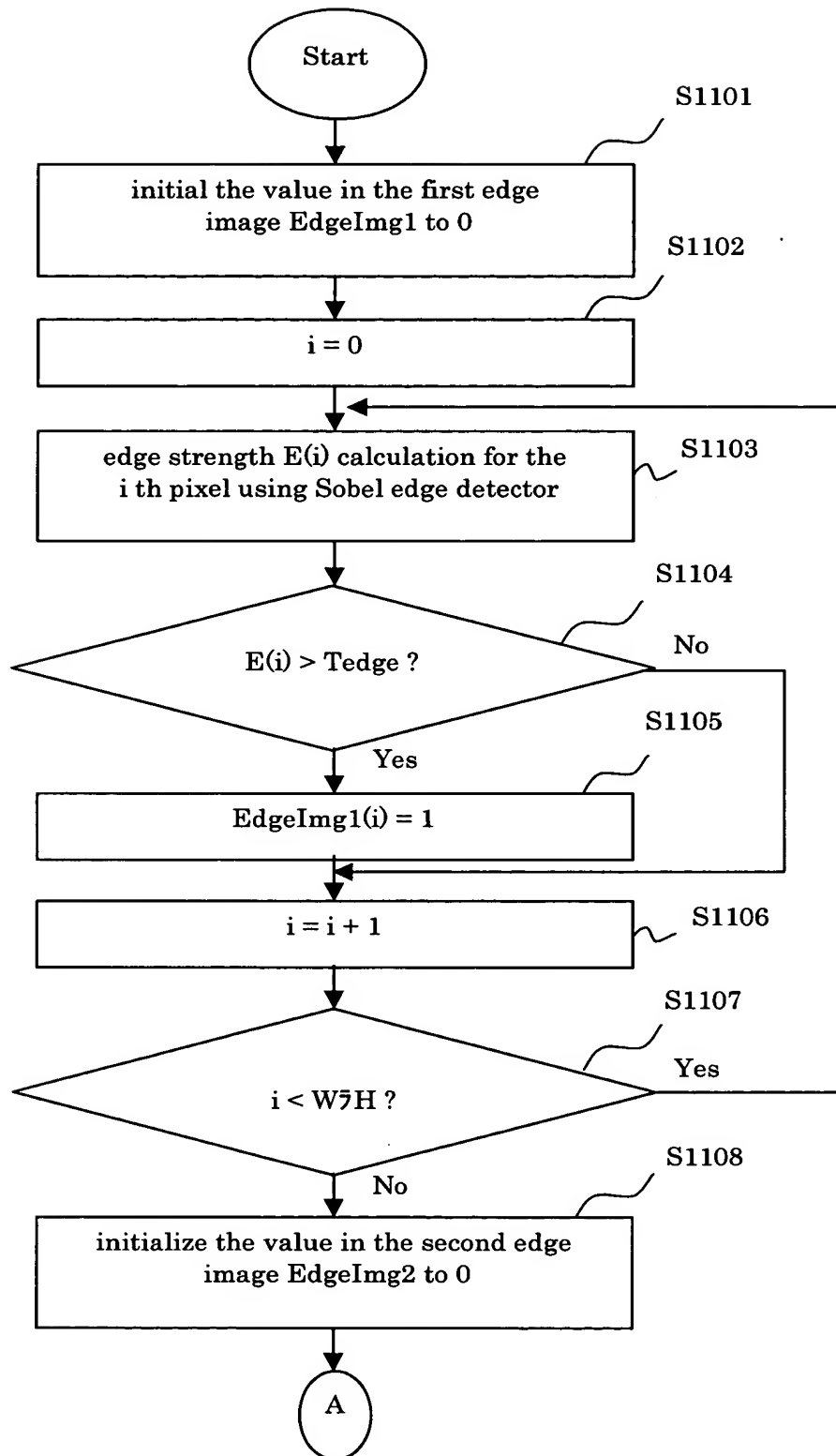


FIG. 47

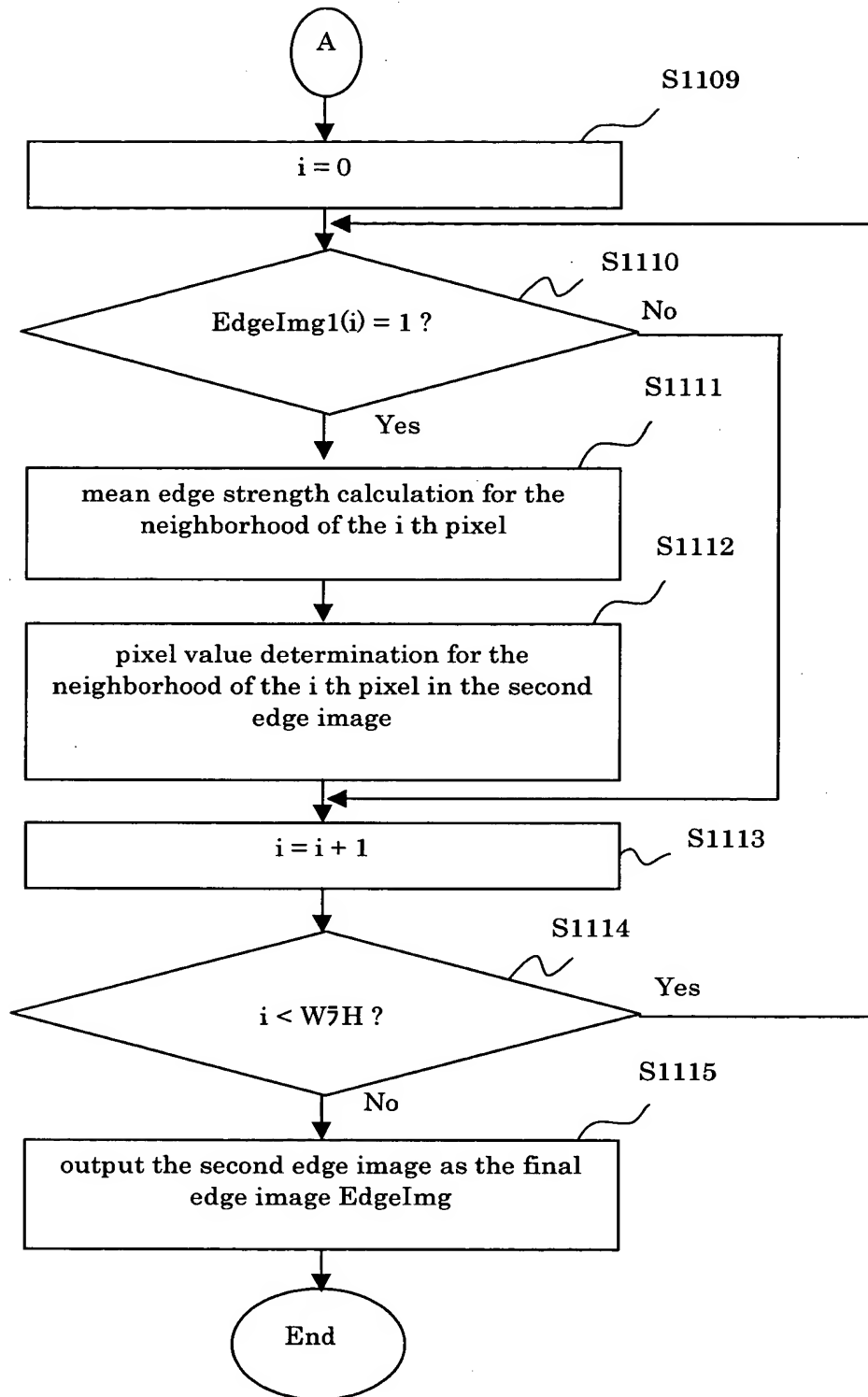


FIG. 48

1116

b	c	d
a	i	e
h	g	f

FIG. 49

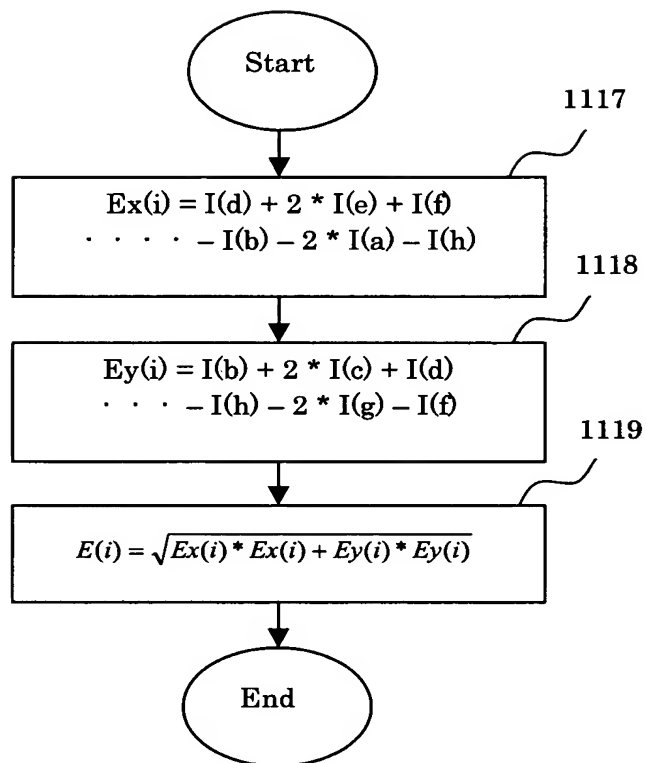


FIG. 50

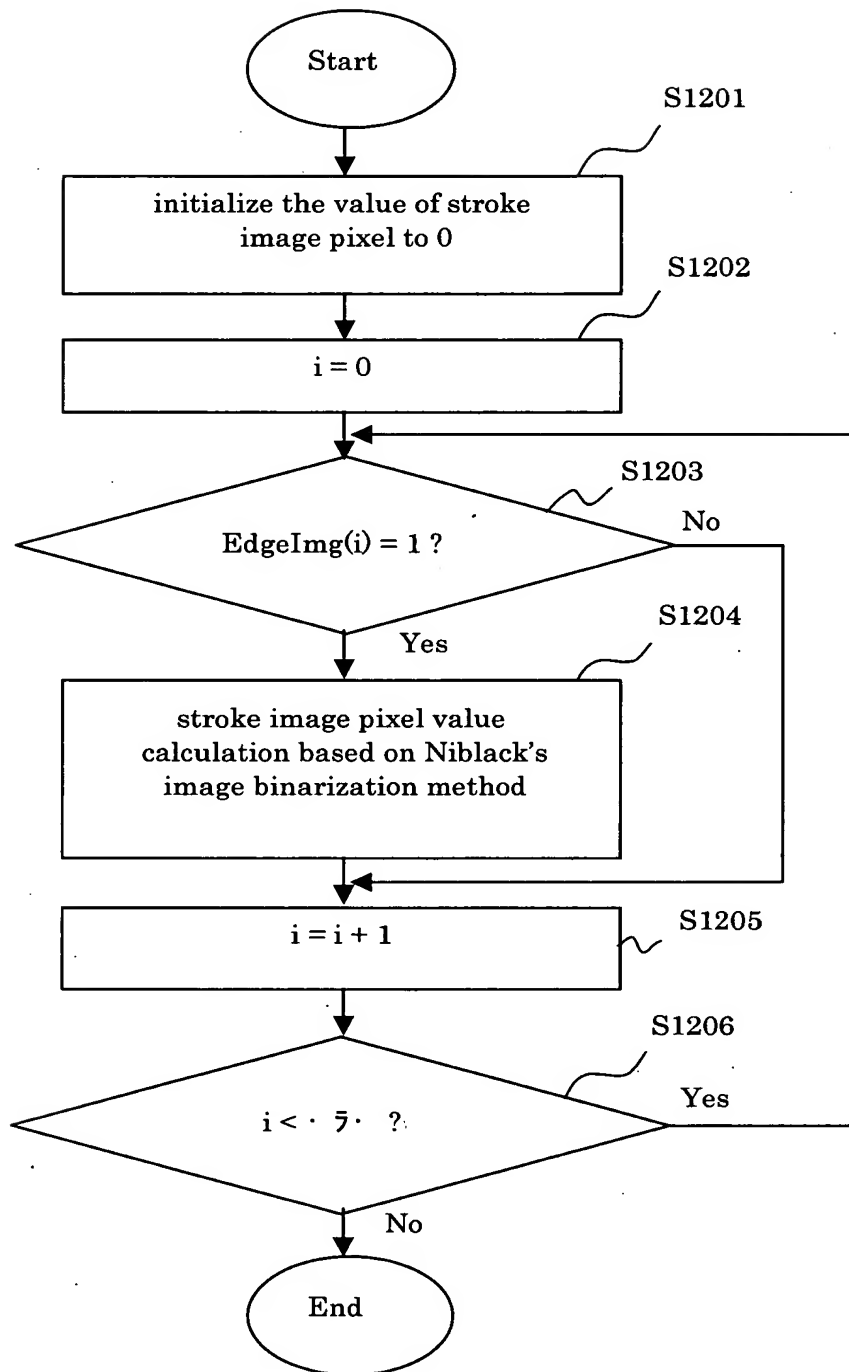


FIG. 51

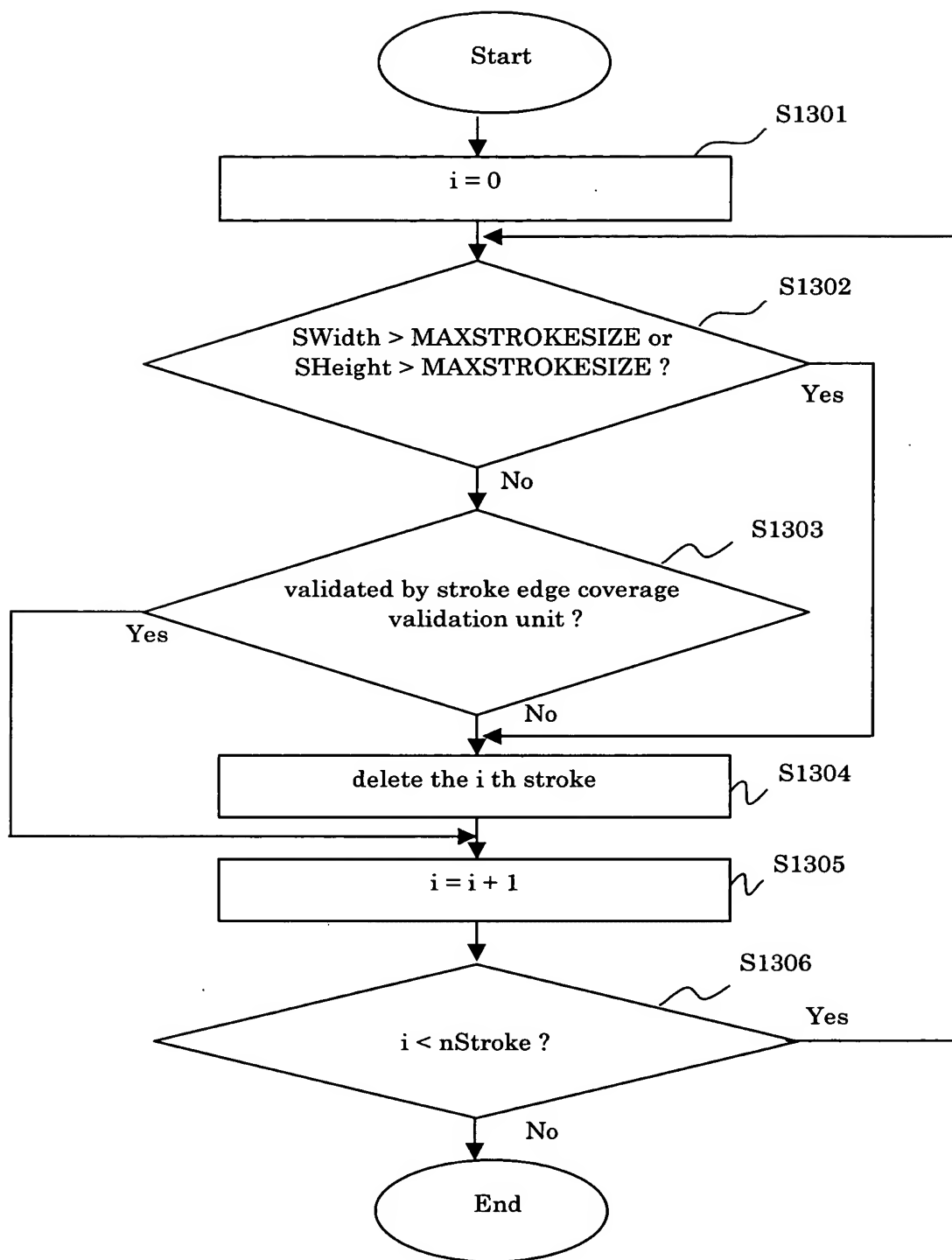


FIG. 52

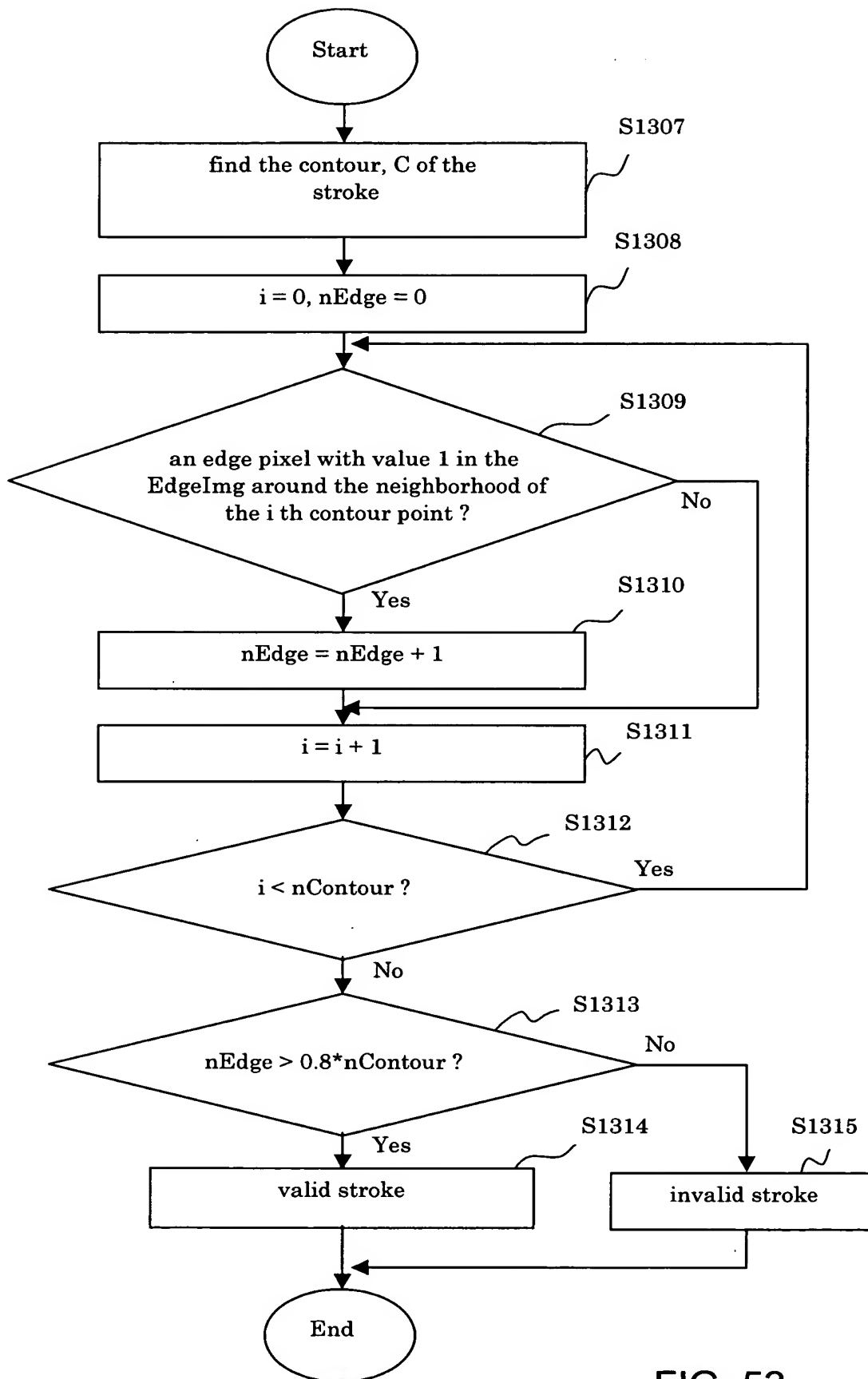


FIG. 53

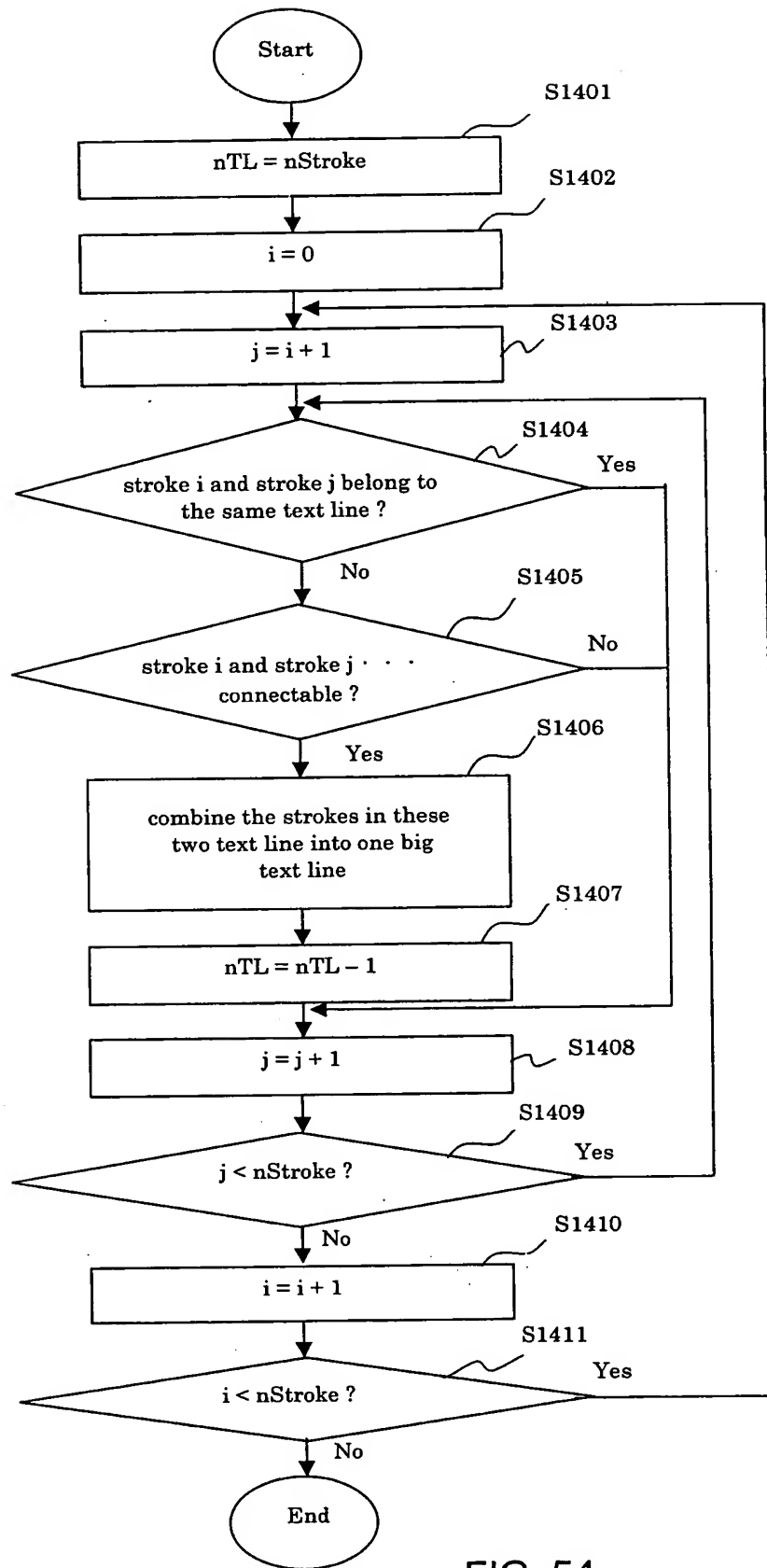


FIG. 54

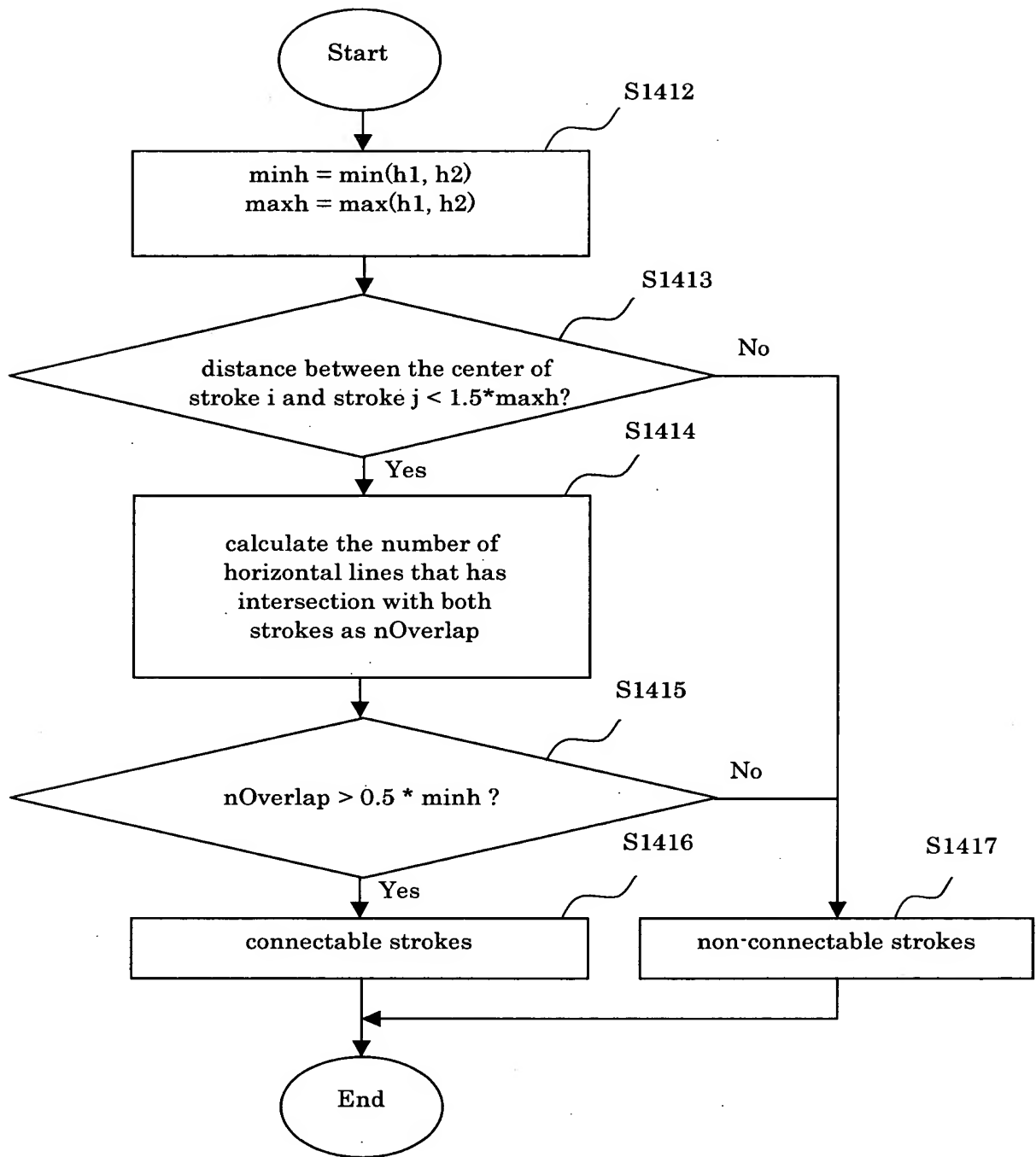


FIG. 55

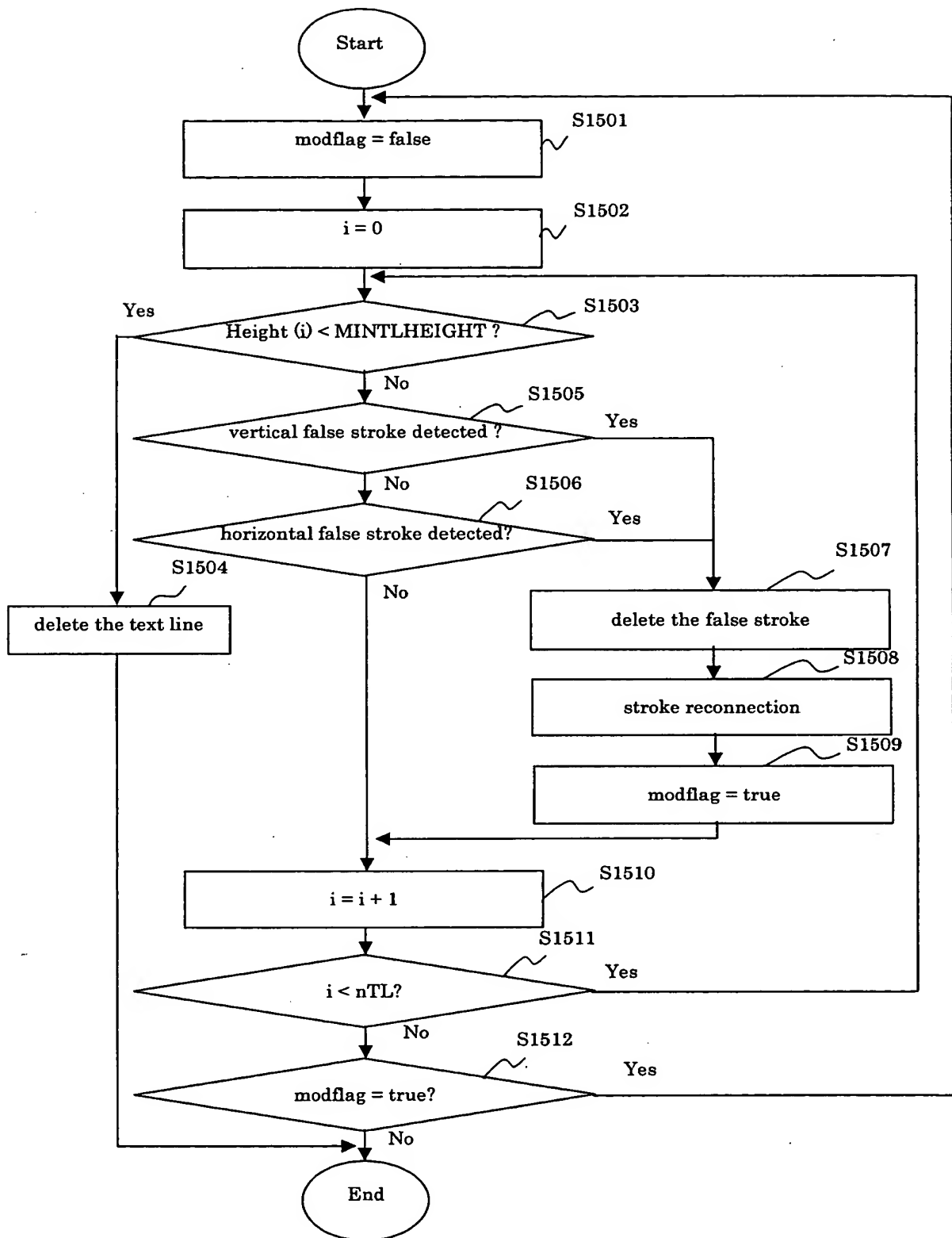


FIG. 56

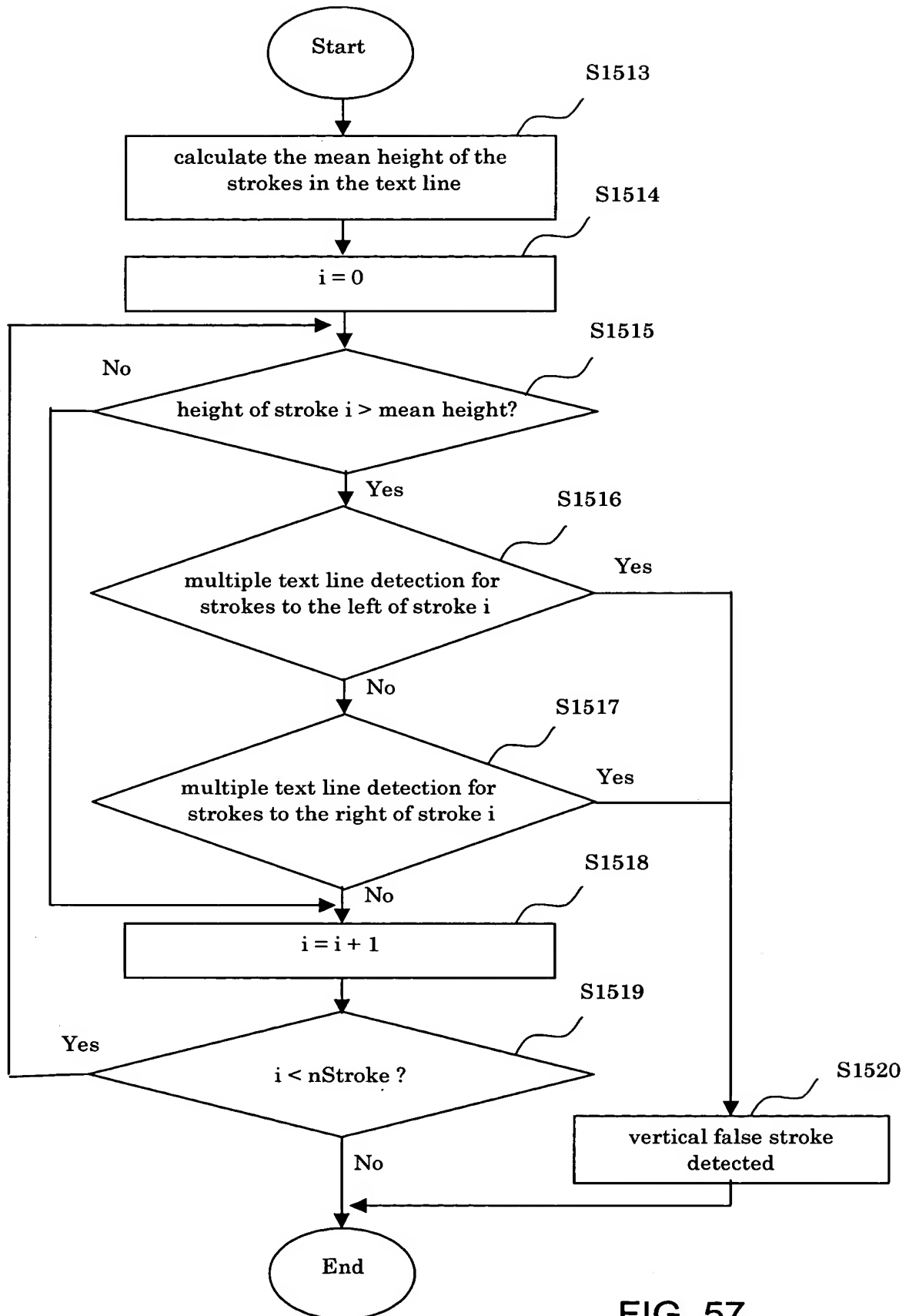


FIG. 57

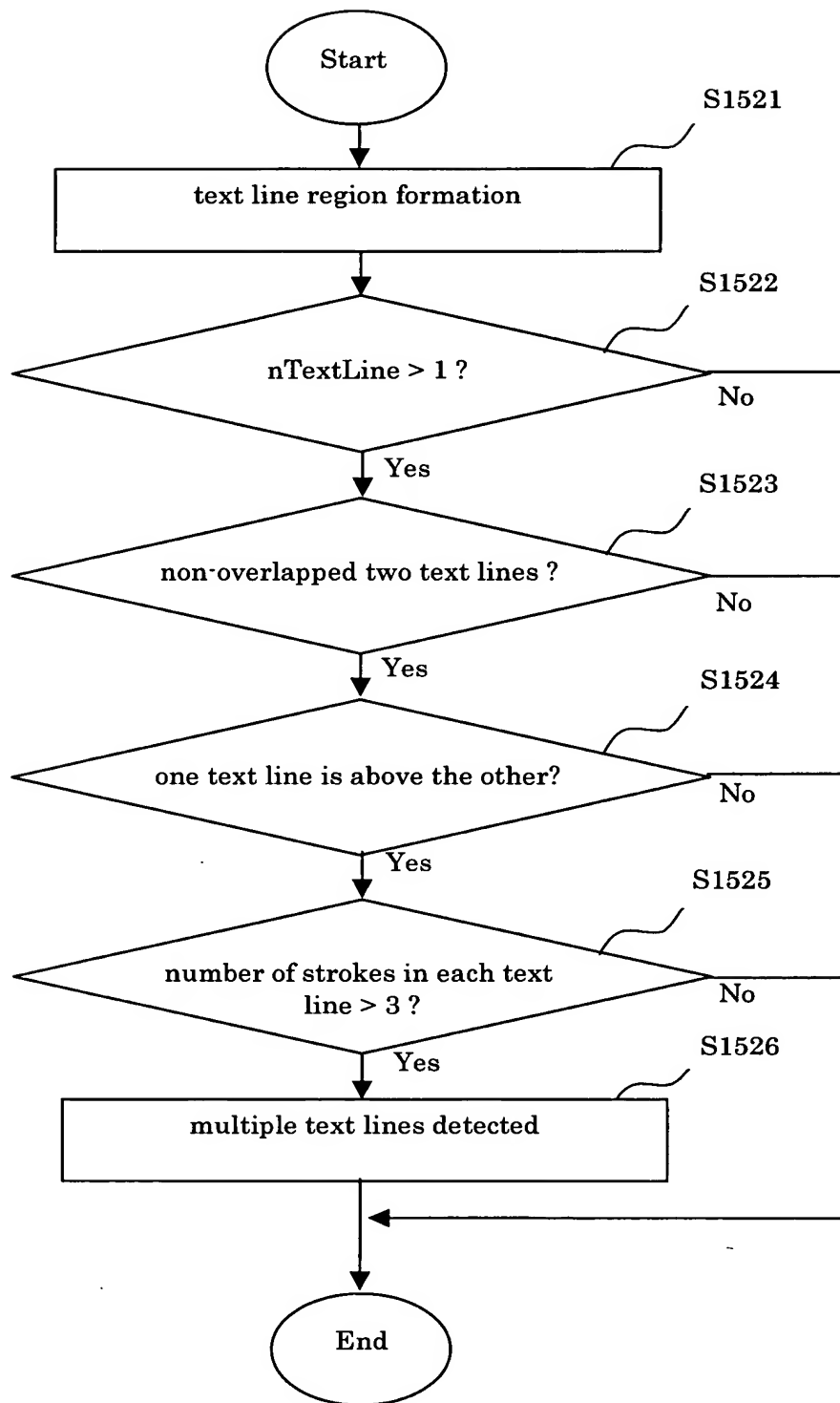


FIG. 58

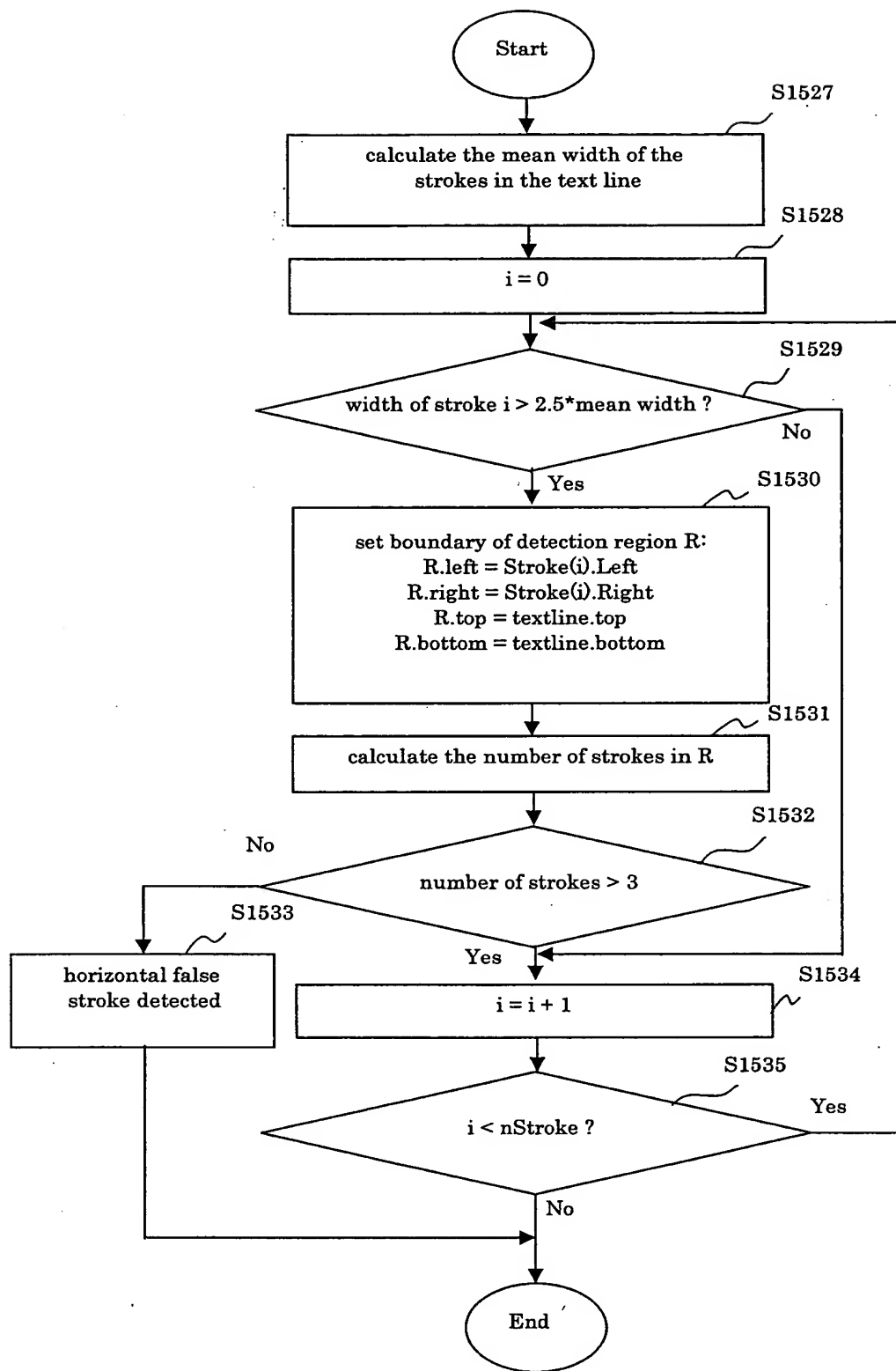


FIG. 59

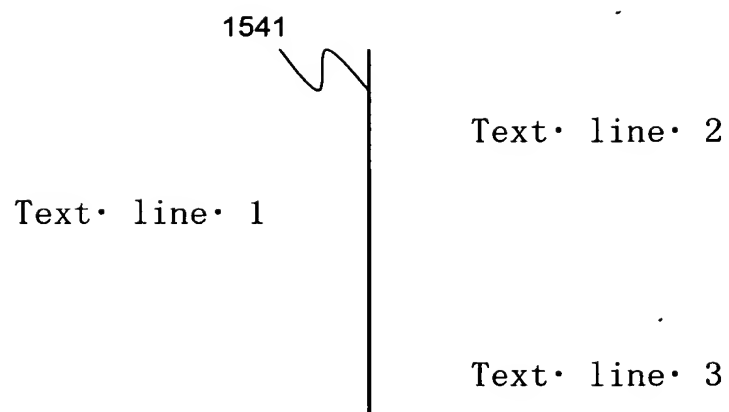


FIG.60

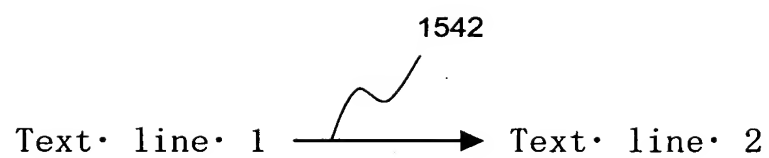


FIG. 61

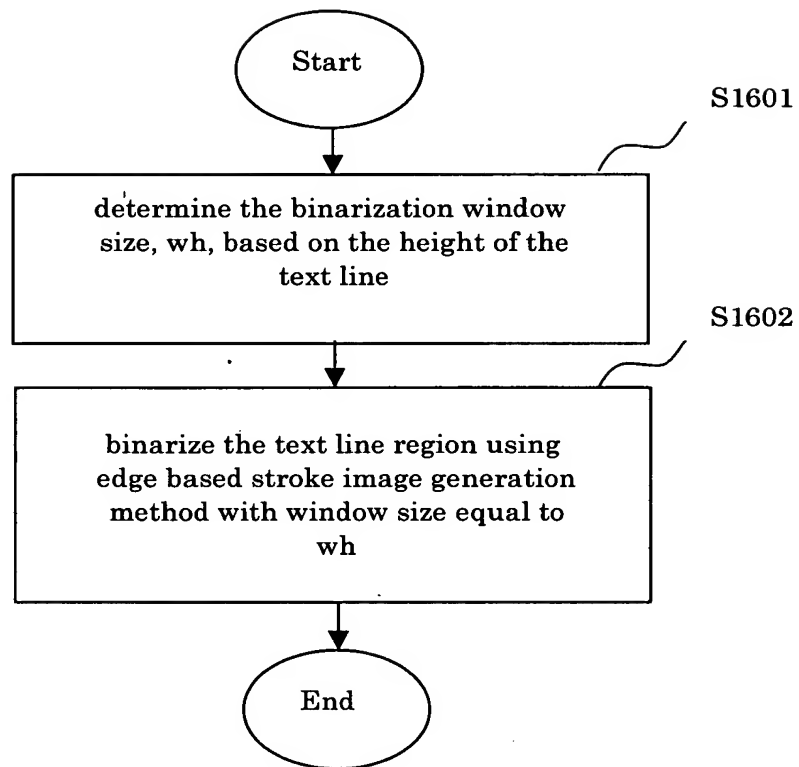


FIG. 62

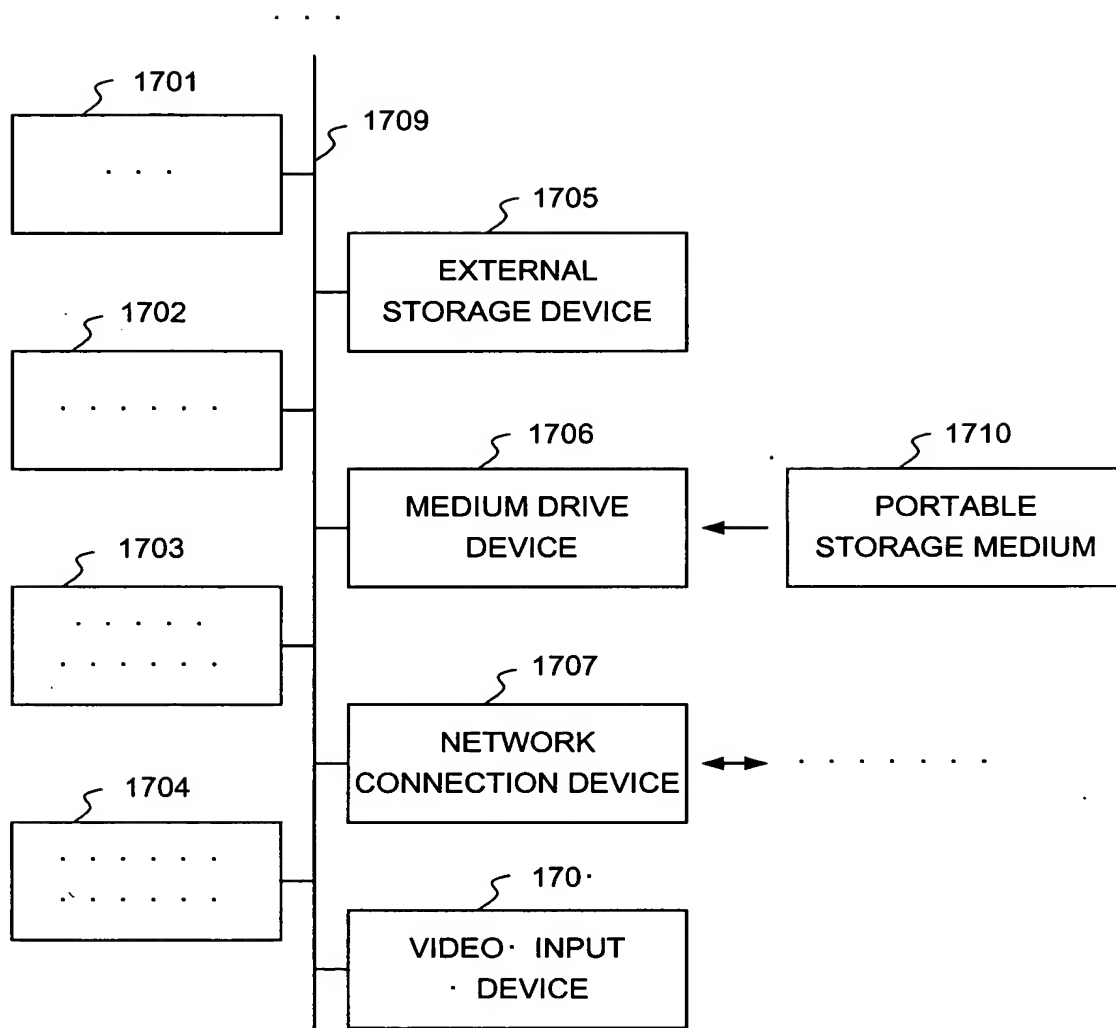


FIG. 63

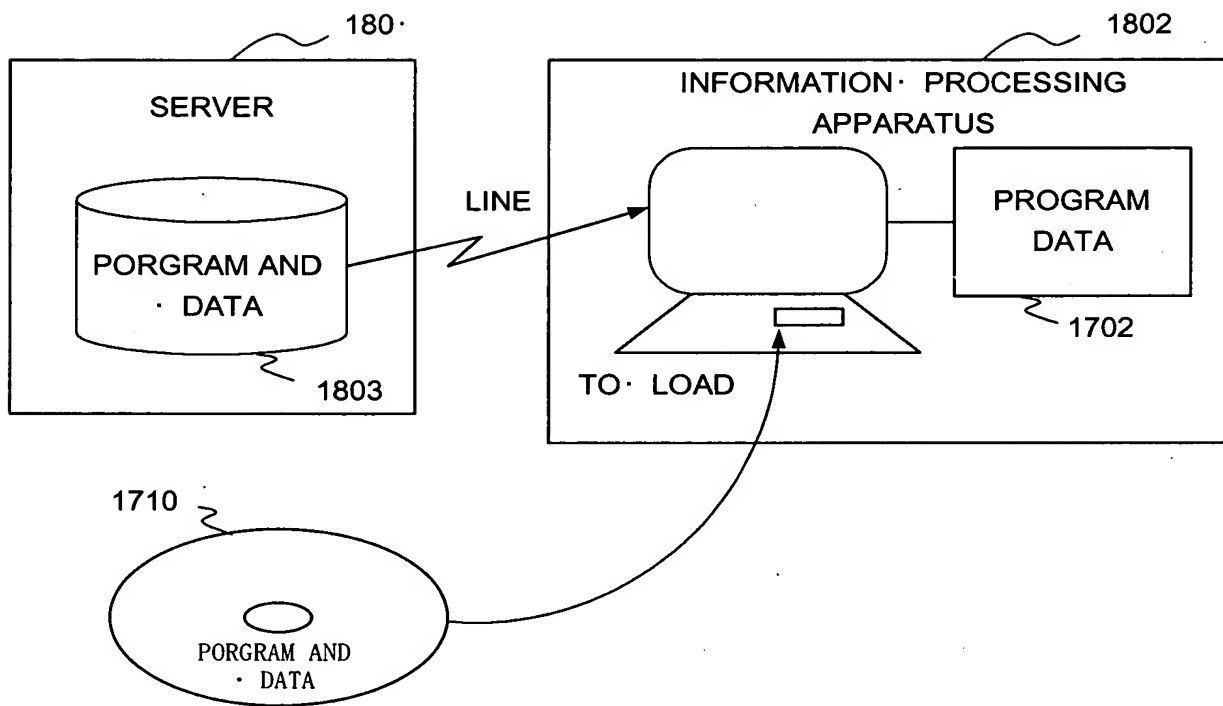


FIG. 64

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